

321301
OCT 18 1895
PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. HOWELL & CO., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XIII. NEW YORK, OCTOBER 16, 1895.

NO. 16.



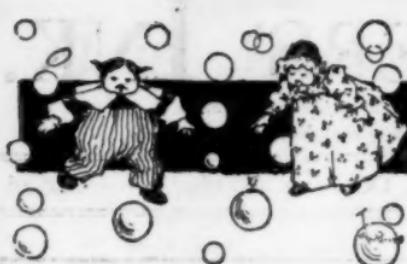
With the Exception of One
New York Paper

The ST. LOUIS
....REPUBLIC

Has a Larger Circulation
than any other Democratic
Newspaper in America.....

.....

☞ This claim stands without contest. ☚



Chasing Bubbles Like Little Children

is what many advertisers are doing, expecting to secure the attention and trade of the millions of country people, without using the local country weekly.

It cannot be done.

It costs some advertisers lots of money to find it out, however.

A million families in the country spend their money for goods advertised in the 1450 local weeklies of the Atlantic Coast Lists. These families are in the New England, Middle and Southern States.

Catalogue for the asking.

ATLANTIC COAST LISTS,

134 Leonard Street, New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

Vol. XIII.

NEW YORK, OCTOBER 16, 1895.

No. 16.

AN IMPROVED NEWSPAPER DIRECTORY.

For twenty-seven years the publication of the American Newspaper Directory has been conducted under one management, and work is now about to begin upon the revision for the twenty-eighth annual issue.

It has always been the desire of the publishers to make this book the fairest, the best, the most useful publication of the sort ever known, and now more than ever before is the desire to perfect the work intensified because its publishers realize that in this world of change it is not often that any enterprise is permitted to continue twenty-seven years under one management, and that in the course of events changes must eventually come.

While they are permitted to control the issue and the plan of the book, they desire to add every year some useful feature or to eliminate or modify some fault. With this object in view, they recently took occasion to communicate with a large number of persons most likely to be interested—earnestly inviting suggestions as to changes that will tend to make the Directory a more useful publication.

They also arranged with the editor of PRINTERS' INK to publish the portrait of every man who should suggest a single feasible change that will add to the usefulness of the Directory, and to give place to the reasonable arguments advanced by any person who thinks he has a plan by which the Directory can be made more just, more impartial, more useful. They still further promised that, "Whoever will make a suggestion that can be advantageously adopted shall receive a complimentary copy of the issue of the Directory for 1895, now ready, and the issue for 1896 as well, which will appear about the first of next June."

In response to the invitations so widely distributed, the suggestions

printed below were received. The editor of the Directory has taken occasion to express his opinion of the feasibility of each suggestion received. PRINTERS' INK cheerfully gives space to the matter, realizing that in a journal for advertisers everything that has a bearing upon newspapers, and especially upon newspaper circulation, is of permanent interest.

SUGGESTION.

Accept only a few prominent ads from prominent publications having something to advertise (most papers haven't). Call on every publisher to take the book for \$5.—*Cincinnati, Ohio.*

Comment.—Advertisements to be paid for in cash are hard to get. Without ads the publication will not be self sustaining. To call on every publisher to pay \$5 for a book brings to mind the Shakespearean idea: "I can call spirits from the vasty deep—but will they come?"

SUGGESTIONS.

I hasten to suggest the substitution of figures for the rating letters and doing away with the "Key."—*W. H. Eastman, East Sumner, Me.*

We make the suggestion, which doubtless has come to you many times from others, that you change the statements of newspaper and periodical circulations from the indefinite form now expressed by letters and characters to simple, exact and bold statements of circulations in figures.—*A. H. Siegfried, Philadelphia, Pa.*

Comment.—The less definite rating letters were substituted for figures some years ago, to apparent advantage. It seems to be better to accord indefinite ratings (explained by a key) to all those papers—four out of every five—about whose issues only indefinite information or none can be obtained.

SUGGESTIONS.

Publish in the Directory an alphabetical list of all papers published. This was suggested to me by seeing several inquiries in PRINTERS' INK for the address of certain papers and from having inquiries myself.—*R. W. Storrs, De Funik Springs, Fla.*

Every time I have taken up your Directory to look for particulars of a newspaper published in any of the large cities, I have felt like writing to you and suggesting that you insert the names of papers in alphabetical order, regardless of the time of publication—that is, placing dailies, weeklies, monthlies, etc.,

PRINTERS' INK.

in alphabetical order, even though a monthly does occasionally come next to a daily, or a weekly next to a bi-weekly. I had occasion to look for a paper called *Liberty*, and not knowing whether it was a daily, weekly, bi-weekly, or a monthly, I did not know in which class to look for it. The person who asked me for the information was in a hurry, and after waiting a moment or two went away without the information. I felt very much chagrined by the incident. Now, if all the papers commencing with L had been together, I could have found *Liberty* without any delay. Later, I was asked about *Happenstance*. I know that such a paper was published recently, but I do not know whether it is weekly or monthly. I looked through your entire city list, but failed to find the paper in question. It may be there, but if it was with other H's, and if all H's were together, I could have found *Happenstance* in a moment.—David Glassford, 258 West 115th St., New York.

The writer has noticed a something missing in your Directory for some time, and that something is an alphabetical index of all the papers in the book. I have often wanted to look up a certain journal, and not knowing where it was published could not find it.—James Artman, Philadelphia, Pa.

I recommend the introduction of a new section, wherein all periodicals (save daily and weekly newspapers printed in the English language, and intended for the dissemination of general news) shall be listed alphabetically by their titles, followed by the frequency of issue, class or characteristic, place of publication and circulation. The advantages of this list will be that when one knows the title of the paper, but not its place of publication, he can readily refer to this list and locate it. Also, when a paper moves from one place to another, no person can learn it from the present Directory, and in order to find the paper in the book one must first learn of its removal from outside sources, while with this new list its present location can at once be ascertained.—F. M. Ayres, N. Y. City.

I suggest that your American Newspaper Directory, for 1896, be so amended that it will include an indexed department giving name, place of publication, price per copy and per year, of every monthly and quarterly magazine published. I have wasted an hour trying to find out where the *Chautauquan* is published.—C. J. Mulford, Gaines, Pa.

Comment.—These, the new catalogue, suggestions will be acted upon. It will add many pages to the bulk of the book, and will, in a measure, duplicate the work, but it may prove to be a convenience worth the cost it will entail.

SUGGESTIONS.

A list of general advertisers whose credit and whose reputation for promptly paying bills is gilt-edge would be a desirable addition to the Directory. Every publisher in the United States would find such a list serviceable.—S. A. Nye, Publisher Devil's Lake (North Dak.) Inter-Ocean.

Give department of general advertisers, including agencies and concerns who do their own advertising, giving names of adv. managers.—F. E. Moynahan, Editor of the Danvers (Mass.) Mirror.

Comment.—This proposed addition is foreign to the object. If such a publication is

needed it should be quite separate from a newspaper directory. Such a work is already on the market, and seems to prosper pretty well.

SUGGESTIONS.

I would suggest that the advertisements of each State follow the directory of the State papers, or else divide the ads in such a manner that a person looking for the ad of a certain paper in a certain State, need not have recourse to the index to find it.—F. M. Bailey, Editor *Crescent Hills*, Minn.

Arrange the advertisements in rear of Directory alphabetically by States. I would begin the States at top of page and follow immediately with the capital, then assume the usual alphabetical order of arrangement. The space left vacant at the end—full State report—fill in with ads. Thus each State has a marked place of beginning.—A. D. McKinney, Parker City, Ind.

Comment.—The only man who actually looks for an ad is the man who pays for it. And for him the index is a sufficient guide.

SUGGESTIONS.

One great and general fault is the sameness of the "ads"; they all strain at the one point, "We are the best." Understand I mean the newspaper ads. Talk about not advertising your competitor by "running him down" in your ad; why, the ads in the Directory just teem with such stuff. Of course there are a few good, sensible ads, which talk plain business and solicit advertising patronage. There is certainly room in this kind of advertising for ad-smiths. Half the ads have just been dashed off at random by manager or agent, one-fourth have been specially written to deceive and mislead, and the other fourth have been given consideration. Three-fourths of the ads are worse than no ads, when if time and brains had been employed to write and carefully prepare good ads, the Directory would be more useful and the results more in evidence.

The American Newspaper Directory is the best studied book on the advertiser's desk, and is studied carefully, earnestly and studiously from the title page to the index of class publications.—A. D. McKinney, Parker City, Ind.

Another fault is the use of small space by metropolitan papers, or no ad at all. It's the duty of every newspaper and periodical to be represented in the advertising pages of the American Newspaper Directory. It's a part of your business which should not be neglected.—A. D. McKinney, Parker City, Ind.

Comment.—These are not matters with which the publishers of the Directory can deal. They solicit advertisements, and like to receive such as are well written and effective, but it is not for them to criticise the matter which the advertising patron brings. If it suits him, and he pays for it, that is all that can be reasonably insisted upon.

SUGGESTION.

I think it an unjust discrimination against the 18,000 other publications in the United States, that the 2,000 dailies should be given first position in the Directory. Therefore, my suggestion would be to arrange the general directory in alphabetical order, regardless of frequency of issue, where any publication

could be found in a moment without knowing whether it was a weekly, daily or monthly. The classified County List (Part II) will serve to show the groupings of dailies and weeklies to those desiring same.—*Chas. Wood Fawcett, St. Joseph, Mo.*

Comment.—This is a suggestion often made, and sometimes warmly urged. It has had careful consideration from time to time, but always with the final decision that the present arrangement is better.

SUGGESTIONS.

I would offer that the coming Directory distinguish the all-home print from the patent insides.—*W. F. Persons, Delevan, N. Y.*

Insert a sign to indicate whether a paper is a co-operative or an all-home print. I feel sure that thousands of advertisers in country papers examine co-operative lists in connection with the Directory at a great sacrifice of time and labor. The sign might even be made to indicate the "list" to which the sheet belonged.—*H. E. Harris, Publisher Utica, Ohio, Herald.*

I believe it would be well in case of the country press to designate whether "all-home-print" or "co-operative," as the case may be. A good many advertisers take this into consideration when placing ads.—*A. D. McKinney, Parker City, Ind.*

Comment.—The co-operative companies all issue lists which are obtainable on application; furthermore papers go on and off these lists, and on and off again, with such frequency that it is impossible to designate the co-operative papers in the Directory without a greater tendency to error than instruction. The plan has been tried and had to be abandoned.

SUGGESTION.

Why would it not be a good idea to state in the description of a paper whether it was published with or without a cover, as that question is often asked for various reasons?—*C. A. Goodwin, Chicago, Ill.*

Comment.—For all practical purposes, this information is given sufficiently in the description of the publication.

SUGGESTION.

Instead of sending out so many letters of inquiry to publishers throughout Canada and United States, to dispense with that method and to select a first-class man of newspaper experience—one in each State in the United States—to visit the various offices of publications and to make an investigation and send it in to you, and to treat the provinces of Canada in same fashion. In this way the personal investigation of your agent will be more reliable, as he can visit post-offices and get the weights, etc., of papers mailed, and can visit business men and ascertain a great deal if in doubt as to any deceit on part of publishers. Your agent can give you better description of towns, cities, and population. A good live hustler in each State can make a more satisfactory report of the papers, etc., than you could possibly secure any other way. When a representative personally investigates a publisher's books, and takes his acknowledgment to the report, there is not much danger of any misrepresentation or false statements. Put your agent under good bond to perform the duties assigned him in a straightforward, business-

like manner, and to accept no bribes or moneys of any kind; to make a thorough investigation by every possible means that is legal or consistent with the case in hand. Your agent can also take orders for Directories and make arrangements for payment of same, either cash or advertising, as per your methods of selling the Directories, and therefore get a larger circulation for the Directory, and in like manner can also solicit advertising from the country papers, which, if personally solicited, would insert ads. A good man can see and investigate all the papers in any State in from two to six months' time. One man can work two States in the West and in some parts of Canada.—*A. D. McKinney, Parker City, Ind.*

Comment.—This would vastly augment the cost without at all improving the book. An agent competent to do this work would need to have the ability of an United States Senator. He should be clad in armor. Post-offices are not permitted to give the information suggested. An agent attempting to do this work in good faith, and with intelligent persistence, should he ever get back alive, would be ruined in body, mind and character, and the publishers of the Directory would never hear the last of what he said and promised, or was understood to have said and promised. The best information to be had is penned by a publisher and forwarded by mail. A personal visit in search of information often brings trouble to the Directory, but never benefit.

SUGGESTIONS.

It is unquestionably the interest of all newspapers that the circulation of each be correctly stated, if given at all. That such information should be published is of paramount importance to advertisers. Therefore, in your efforts to have the figures in your Directory made trustworthy, you offer a reward of \$100 to any one who shall be first in proving the falsity of any circulation statement which you publish. In a recent New Orleans case this offer of a reward brought about the exposure of one paper which seems to have been guilty of gross misrepresentation; but I fancy that after going through one such experience the person who got the \$100 in that instance will conclude hereafter to follow the example of the great army of his brethren, who believe it is the better policy to leave other people's lies alone. The bare fact that there is a personal reward to be obtained will deter 99 out of every hundred American newspaper men, honor to be to them, from ever opening their mouths, no matter how flagrant and outrageous may be the statements of their competitors. Nevertheless, I believe you can achieve your end, and open the way for newspaper men to tell what they know about circulation. To do this you should not offer \$100 to men who do not want any money that way. But you must do something to overcome the national indisposition to bother with other people's affairs. I think you could accomplish this if you were to offer to pay \$100 in each case to, say, the Printers' Home in Colorado, and nothing to the informer. The beneficiary would then come out without doubt in a strong effort to aid you, for the cause itself is really good, none better. And the newspaper man who now holds his

tongue, would, I think, be willing to give evidence, there being no "blood money" to be tainted with, the injustice to his own circulation naturally influencing him, and a possible benefit to a most deserving institution causing him to feel that he may be sure of a large amount of outspoken sympathy and backing from the press, which now shows anything but such an attitude toward your \$100 reward proposition.—*A. T. H. Brower, Chicago, Ill.*

You now pay \$100 to any one who will prove beyond a doubt that the Directory has misquoted the circulation of any paper therein represented. My plan is of the same nature, but a great deal fairer to the publishers. Suppose you give the \$100—\$50 to the party obtaining the evidence, and the other \$50 to a party who had been swindled—to be used in prosecuting the lying manager of the sheet. This, I think, would soon check the lying circulation man from imposing on your Directory.—*F. K. Churchill, Silverton, Oregon.*

Comment.—Nothing has so much tended to cut off criticism of the Directory ratings as this offer of a \$100 reward. A wise publisher writes or says:

"You have rated So and So too high." To this the answer is promptly made:

"May be so. Prove it and we will give you a hundred dollars. If you cannot prove it you ought to be ashamed to assert it."

The fact that only twenty lying reports have been found in eight years, notwithstanding the increase of definite reports from only one in nineteen in 1888 to one in five in 1895, shows that a lying report in detail is very rare indeed.

SUGGESTION.

Give the circulation of each newspaper one year ago and the present circulation, or give the present circulation and the rate per cent of increase or decrease during the past year.—*J. C. Blaisdell, Bradford, Ill.*

Comment.—This can be told by comparing the Directory of this year with that of last year or two, three or more years preceding.

SUGGESTIONS.

The particular defect to which I would draw attention is that all papers between 800 and 2,250 circulation are by you practically accorded the same rating.—*Cameron Brown, Managing Director Belleville (Ont.) Sun.*

The majority of the papers have a circulation of less than 4,000 copies per issue, and it strikes me that classes J and H have too wide a range; therefore, I suggest that one more class be made.—*John Wilcox, Milford, N. Y.*

Comment.—The paper that prints much more than 800 is pretty certain to send in such a statement as will secure a rating in actual figures. The great majority of papers issue less than 800 copies.

SUGGESTIONS.

Wouldn't an index of papers whose circulation is guaranteed by your offer of \$100, arranged alphabetically by States, be a great convenience to advertisers in looking for papers with the leading circulation in the

several States, and at the same time be a recognition of the publishers who comply with your request for circulation statements, and an incentive to other publishers to come into the *400?*—*A. W. Laughlin, Manager Port. and (Mo.) Express.*

I would suggest the discontinuance of all estimated circulation ratings. Give the circulation statements as furnished by the publishers, but no others. As the next volume of the Directory will not be issued until June 1896, there will be ample time to notify all publishers, and it strikes me that all the important periodicals of the country would appear in the Directory with statements of circulation furnished by their publishers.—*Wm. Kohl, Office of Sunday School Times, Philadelphia, Pa.*

Comment.—Such a list would be too meager. In New York City it would omit the *World, Sun, Herald, Tribune, Times, Mail and Express*, in fact thirty-nine out of the forty-three dailies issued. The papers generally believed to have the largest circulation are most reticent about the facts.

SUGGESTION.

We are disappointed to find no mention of American news syndicates, agencies, "lists," etc. This is a feature our English directories do not overlook, and we hoped to find the same information (as regards America) given in your Directory.—*Northern Newspaper Syndicate, Kendal, England.*

Comment.—This may be a good suggestion. The reason for not acting upon it is that the buyers of the Directory are almost exclusively advertisers, and to them information concerning the news syndicates is not supposed to be of interest.

SUGGESTION.

I suggest that hereafter your Directory give more prominence to the leading daily papers and subordinate the lesser publications of a miscellaneous kind in each town. Most of the advertising—perhaps nine-tenths of it—is placed in the leading papers, and some device should be used to enable the advertiser at a glance to distinguish the few important mediums from the great number of inferior publications. This could be accomplished by a typographical arrangement, by which the important papers might appear as now, in large, bold-face type, while the inferior sheets could be reduced to paragraphs in a much less conspicuous type. Or you could give the desired prominence to the leading papers of a town by mentioning their names in the small descriptive article relating to each town along with the population and business interests. As it is now, your patrons are put to a great deal of trouble to distinguish between the important and the inferior, and even after an examination they may get an incorrect impression.—*G. M. Hitchcock, Pres. Omaha (Neb.) World-Herald.*

Comment.—The list published in Part III., made up of largest circulations (over 5,000), meets this want.

SUGGESTIONS.

Arrange the lists of religious papers according to denominations, so as it might be possible to review the strength of the press of each denomination at a glance.—*Editor*

Luxemburger Gazette and Katholische Westen, Dubuque, Ia.

I would suggest that, under Department V of the Directory, a classification be made of publications issued in the interest of the Epworth League, the Young People's Society of the Methodist Episcopal Church, South, the Methodist Episcopal Church and the Methodist Church of Canada, and having a membership of upwards of 1,500,000.—*J. L. Atlee, Jr., Chattanooga, Tenn.*

Comment.—This seems to be a good thing to do. Much time has been expended in efforts to accomplish it. Let the editor who suggests this just try it once, with the ten-page catalogue of religious papers (1,197 to 1,207) before him, and see how he will come out.

SUGGESTION.

In case a sufficiently reliable statement could be secured to insure fairness, the estimated population of towns at present would be more satisfactory than the official population five or six years ago. Five-year-old figures for many towns are valueless. How about stating in the description of each town the amount of post-office cancellations (not sales) in the past year for fourth-class offices and salaries at third-class offices?—*H. E. Harris, Publisher Utica, Ohio, Herald.*

Comment.—It is the practice to publish the most recent estimate of population when obtainable. The statements of resident publishers, however, have sometimes to be taken with a grain of salt. The post-office suggestion does not appear to be worth considering.

SUGGESTION.

Print in the book a list by name and samples by line of type that can be used in advertisements. The *Inquirer* of this city issues such a catalogue—36 pages, $\frac{3}{4} \times 5\frac{1}{2}$ inches—and I refer to it every day in the preparation of ads. It enables me to mark on the copy exactly the size and style of type I want. Print a catalogue of cuts suitable to illustrate ads, and number each. Give advertisers privilege of having cut No. — inserted in their ads. This would be a convenience to advertisers, enlarge the advertising space and beautify the book. Besides, you could offer the cuts, sent to advertisers by the dozen at, say, 50 or 75 cents. I should be glad to buy, and I believe others who need cuts would.—*W. C. Trueman, 211 South 10th St., Philadelphia, Pa.*

Comment.—This is about as practicable as a suggestion to print the Century Dictionary as a supplement to the Directory.

SUGGESTIONS.

On the page opposite each State list could be published a statistical State map, giving scale of miles, area, the census for some years back, to note increase of population, inhabitants to square mile, papers issued, etc., as you do now under the heading of the State. The addition of the map and population statistics would enable an advertiser to note how rapidly the State was growing, and also enable him to note the possible territory covered by a paper published in any town.—*Arthur De Vere Storey, New York.*

Maps of each State, wherein the towns having a newspaper are indicated, are a commendable feature. The re-introduction of geographical indicators of some sort after

the names of counties in the gazetteer description of towns will be of much assistance to many persons using the Directory.—*P. M. Ayvad, New York.*

Comment.—This is a good idea and one that has had careful consideration every year for twenty years, and always ending with the conclusion that the man who buys the Directory should also buy a good atlas, and that neither one can serve the purposes of the other without attempting too much. The re-introduction of the geographical indicators, showing the geographical position of each county in the State, has been decided upon.

SUGGESTION.

In view of the fact that this country's commercial relations with Mexico and Central and South America are on a constant increase, and considering that there is no directory published on the American continent that attempts to give all the newspapers of the New World, such an addition to the present Directory will perceptibly increase its sale.—*P. M. Ayvad, N. Y. City.*

Comment.—The demand for the information is not sufficient to justify the necessary outlay.

SUGGESTION.

Send to every publisher in the United States the usual request for statement of circulation, and with the information that unless such statement is furnished over the written signature of the publisher, manager or some authorized person, no rating for circulation will be given. If you do this, I think you and the public will be surprised at the completeness of your work for 1895. The publisher who did not respond, finding you mean business, will make haste to get in line, and the manager of every publication who cares for its standing, will take special pains to provide you with a statement on which to base an intelligent circulation rating.—*E. Eisenlord, Chicago.*

Comment.—If this suggestion were acted upon there would not be 500 circulation ratings in the book two years from now.

Next to killing the Directory nothing would make the average newspaper man so happy as the omission of the circulation ratings.

It is with regret that it has to be acknowledged that, up to this time, Mr. Birmingham's convention of newspaper men, who were to meet in New York after the vacation season was over, with a view of remodeling the Directory, has not materialized. Nothing whatever has been heard of it, and the *Fourth Estate* could hardly be more dumb on the subject if it were real estate, which everybody knows it is not.

HE GOT THE JOB.

Editor (to applicant for reporter's position)—What I particularly desire is young men who can write interestingly.

"Well, sir, I don't want to brag, but I think my write-ups are just as interesting as any advertisements going."

ADVERTISING THE HORSE TRADE.

It is very seldom that one sees any really bright advertising of horses for sale, but a dealer in Brooklyn seems to have hit upon a unique way to word his ads. As horse advertising has seldom been written about in PRINTERS' INK, though probably many horse dealers are subscribers, I have selected several of these ads from the New York *Sun*, thinking they might prove of service to those who are in a similar business out of town :

Been to the Brooklyn Horse Show?

Best in town, and it IS in town—handy for everybody. What kind of a horse do you want, and what money would you like to pay? We have all sizes and weights, for carriage, saddle or business purposes. And we're here ALL THE TIME, if the horse you buy doesn't please you. Prices to suit the poorest.

A. M. STEIN & CO.,
225 to 231 Washington St., Brooklyn.

HAVE YOU ANY HORSE SENSE?

Do you know a good horse when you see it? Do you need a good horse, easy to ride or drive? Just imagine what you would expect to give for a really good animal, perfectly sound in wind and limb, and then come to our stables and get it for much less!

Don't pay any fancy prices to traveling dealers who are in one State one day and another the next. We're here ALL THE TIME, prepared in all cases to justify our sales—but nobody comes to complain!

A. M. STEIN & CO.,
225 to 231 Washington St., Brooklyn.

"A KINGDOM FOR A HORSE?"

What rubbish! Dick the Third must have been off his base!

We'll sell you as good a horse as you'd wish to buy, for a small sum, and guarantee the animal, too.

And remember, our guarantee is worth a herd of horses. We've been here for years, and intend to remain a good many more.

If you want a good horse, for business or pleasure, we've got him ; cheap, too.

A. M. STEIN & CO.,
225 to 231 Washington St., Brooklyn.

The eye-catchers of these ads are particularly appropriate, the first one especially, as there was no "horse show," in the sense generally understood, at the time the ad appeared.

Yet Mr. Stein, in designating his own establishment the "Brooklyn Horse Show," was reasonable to himself and attractive to others. His head-lines began to attract attention from their fitness to the subject.

These ads, though in a sense "horsey," are plain and direct enough to be understood by all, and, according to Mr. Stein, they seem to have sold horses at a pretty good rate. A quotation from "Honest Old Abe" furnished a good head-line for one of them :

"Never Swap Horses When Crossing a Stream."

Don't even swap your money for a horse unless you know something about the animal or the people you buy it from. Take no chances on strange horses or strange dealers. Buy where you can go back next day and have your money returned if dissatisfied.

We have sound, fleet and first-class animals for saddle or harness, pleasure or business, and you can save a good-sized treasury note by purchasing from us.

Come and see the horses, any way ; perhaps you'll see one that will talk you into buying it.

A. M. STEIN & CO.,
225 to 231 Washington St., Brooklyn.

Probably some of PRINTERS' INK's readers who are in the equine business might derive some profit by trying similar announcements in their local papers.

JOHN C. GRAHAM.

ADVERTISERS GET THE TRADE.

The way the public at large look at advertising is forcibly shown by the utterance of a well-known Philadelphian, temporarily in Washington, who was walking somewhat out of his way to reach a florist's. When his attention was called to the fact that there were other florists nearer, he said : "I am seeking this man because he advertises in the newspapers. The man who advertises is always up to the times, and he is easier to deal with. You laugh, but I tell you it is a fact. I have studied this over, and I know from personal experience. For the last few years of my life I've made it a rule never to deal with any business man who doesn't advertise. I wanted some flowers to send off in a box by mail, and I looked in the paper this morning for the advertisement of a florist. Now, you see, he wants to deal with me—else he wouldn't put that in the papers. I don't know any of the places here ; but the rule is a good one, and I'll bet you anything you say that I can get what I want at this place, and get it cheaper than anywhere else, or at any flower place that keeps its name out of the newspapers. The business man that doesn't advertise I have always found narrow-minded, selfish, non-enterprising, penny-wise and pound-foolish, even if he didn't cheat me outright. No, sir ; I never buy anything of him."—*Geyer's Stationer*.



The Sun.

May be the head of the family is "set in his ways," dislikes innovations. Old customs and traditions are hard to overcome. His custom would be a good thing for any merchant to have. Try him with an advertisement in

The Sun

Shouldn't wonder if you got him. Then, the rest depends on your goods if you are to keep his trade.

Address,

...The Sun...

New York.

THE INTELLIGENT PRINTER IS AMUSED



at the strenuous efforts being made by cheap ink manufacturers to induce him to doubt the evidence of his own senses. Their ads. may be very alluring, but—well, enough said.

Queen City Printing Inks

do not need advertising by such methods. They are of true and tried merit, are sold at prices that are right, and are sent to printers of known reputation and credit without "cash with the order."

The above is a reduced fac-simile of an advertisement published in *The Inland Printer* by one of my rivals in the printing trade. I reproduce it after having made an investigation and learned the secret about the smiling printer. It appears that this young man formerly bought Inks of me and paid in advance for them every time. At one time, however, when he had no cash in his overalls to send to me he decided to open an account with the Queen City Printing Ink Company at Cincinnati; although their prices were double mine and their Inks not quite as good. Now, it came about in the course of time that when he had run up a good account for Inks and other things that are sold at high prices on long credit, he made an assignment one day and never paid for the Inks at all. The picture shown was taken while he was explaining to me that, although my Inks were better, those obtained from the Queen City Printing Ink Company of Cincinnati actually cost him less than mine did. Do you see?

Send for my price list. ADDRESS

P. I. JONSON, 10 Spruce Street, New York.

*The Cash
In
Advance...* **INKS..**



Packenham & Dowling do business at 12 Spruce St., N. Y. City, occupying the whole of the top floor. The place is crowded with machinery. They buy ALL their printing inks of P. I. Jonson, No. 8 Spruce Street. When Mr. Packenham was asked what he thought of Jonson's Inks, the answer was: "They are just the same as any others. The black ink," he said, "3 lbs. for \$1, is A 1, and the 6-cent black is excellent, and works almost anything we get except high finish work." What he means by the 6-cent black is the quality sold as News Ink. It is sold for 6 cents in 25 pound packages and at 4 cents in 500 pound barrels.

"Paying \$3 and \$5 a pound for Copying Ink," continued Mr. Packenham, "is taking the money out of a man's pocket." The Jonson price is \$1 a pound or a quarter pound can for 25 cents. With some warmth Mr. Packenham exclaimed, "Levey has made two million dollars out of the old prices."

Pointing to Levey's list of colors, he said, "they don't cost 25 cents a pound to make, including the labor," and then he added, "I fancy Jonson has started this trade to demonstrate that there is money in it at his prices, so long as he gets the cash in advance and has no bad debts. His inks are just as good as any in this world."

Send for price list.

Address,

P. I. JONSON, 8 Spruce Street, New York.

Why is STREET CAR ADVERTISING So Popular?

Because:

For circulation covered it's the cheapest advertising in existence. For sure display the limited space guarantees attention. It knows no morning or evening edition but "goes on forever." Modern electric cars give display even better at night than by day. It buttonholes the customer when he is in a receptive mood with time to digest it.

And also "because it is!"

CARLETON & KISSAM,

Exemplifiers of Modern Advertising
of the Kind that Pays.

Postal Telegraph Building, New York.

In New Jersey...

There are many thriving cities and towns. All those named below (except one) have modern systems of electric cars

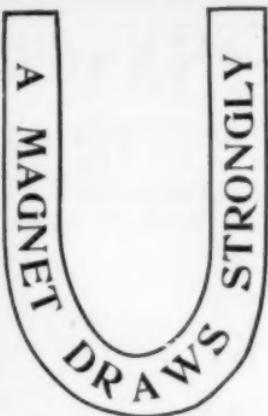
Newark,
Elizabeth,
Plainfield,
Paterson,
New Brunswick,
Trenton.

And the advertising is
controlled by

Carleton.. 
....and **Kissam**
Write us for rates.

Postal Telegraph Bldg, New York.
50 Bromfield Street, Boston.

18 Branch Offices.



So Does a

POROUS PLASTER

Both do not work on the same principle nor do they draw with equal power. They are both good in their way, but the best thing in the way of

A Medium for Advertisers

who wish to cover the territory in
and about Chicago is

The Chicago Dispatch,

By JOSEPH R. DUNLOP.

It accomplishes the best results in the shortest time. This is what shrewd advertisers are desirous of obtaining. You want to reach the masses and you cannot do this unless you are represented in the paper that reaches the masses. THE CHICAGO DISPATCH is

OF THE PEOPLE,
FOR THE PEOPLE,
WITH THE PEOPLE.

If you want Chicago money use the advertising columns of Chicago's brightest daily.

Cleveland ..

to-day is the most progressive city on the Great Lakes, and its fame is world-wide. Its products are known in trade circles all over the world.

IN LITERATURE

Cleveland is known by the works of Col. John Hay, Miss Woolson, Artemas Ward, W. D. Howells and others.

IN ART

Cleveland is famed by the works of Tompkins Cavanaugh, Ryder and others.

IN SCIENCE

Cleveland is remembered by the inventions of Chas. F. Brush, the Electrician, of White, the Sewing Machine King, and others.

IN JOURNALISM

Cleveland is best known by its one great and growing newspaper,

The Cleveland World

It leads all other Cleveland Journals in circulation, character and influence.



THE WORLD
PUBLISHING COMPANY,

ROBT. P. PORTER, Pres.

Will M. Clemens, P. O. Box 1716, New York.

NUMBER TWENTY.

AND NUMBER FOUR FOR KANSAS.

Owen & Co., publishers of the Topeka, Kansas, *Western Poultry Breeder*, furnished for use in the American Newspaper Directory what purported to be a correct statement of the circulation of that paper for the year preceding December 18, 1894. The statement was as follows:

"No issue of this paper for the period of a full year preceding the date of this certificate has been less than 6,000 copies. (Signed) *Western Poultry Breeder, Topeka, Kans. Owen & Co., Pubs., Dec. 18, 1894.*" This circulation was guaranteed by the Directory in the usual way under a forfeiture of \$100 if proved untrue.

To prove that Owen & Co.'s statement as given above is absolutely untrue, the following letters and affidavits have been received:

TOPEKA, Kansas, Sept. 6, 1895.
Publishers American Newspaper Directory.

In looking over a copy of *Printers' Ink*, this evening, I notice that you credit Kansas with having a larger number of newspaper liars than any other State in the Union, but I beg leave to state that you have not yet discovered all of them.

I find that the *Western Poultry Breeder*, of this city, is rated as follows in the last edition of the *American Newspaper Directory*: "smallest edition issued within a year, 6,000." I find also in the front part of the work that you offer a reward of \$100 to the first person who disproves any circulation rating the correctness of which is thus stated and guaranteed.

The *Western Poultry Breeder* is published by Thomas Owen, who makes up the forms in his office. He sends the forms and the stock to the pressroom of the Kansas Farmer Co. of this city, each month, by an expressman named Stephenson, who on every possible occasion boasts of the large circulation of Mr. Owen's paper, stating that he hauls two bundles of paper of three reams each and sometimes a little more, making an edition of about 3,500 copies. The foreman, press feeders, bookkeeper, and every officer of the Kansas Farmer Co., as well as many persons who visit their pressroom, are familiar with the editions printed by the above named publisher, and each and every one of them knows that the regular edition of the paper for over a year back has been 3,500 copies, and I can positively state, without fear of successful contradiction, that the issues of the paper have never exceeded the above figures excepting in one case and that was when an edition of 4,000 was run.

A publisher who reads carefully your offer of circulation rating and then makes such a "lying statement" as Mr. Owen has made you is possessed of his full share of nerve and takes chances which any sensible or honest man would avoid. If he printed his paper in his own office he would have some excuse for supposing he might defraud you, but when his circulation is a matter of such public knowledge he must take the consequences.

I presume you will refer this matter to Mr.

Owen before taking any action. He will have the chance, or choice, of proving himself a liar or a perjurer as he sees fit. If he does the wise thing he will acknowledge that he lied. I will at once go about preparing a number of affidavits which will absolutely prove the correctness of my claims and if Mr. Owen desires to try and bluff the matter through I will send them to you. Unless he denies them under oath (should it be necessary to send them to you), I shall expect you to pay me the reward claimed. Should he be reckless enough to deny my claim, under oath, I shall expect you to send me his affidavit and I will have him prosecuted for perjury.

I telegraphed you as follows a few moments ago:

**"George P. Rowell & Co., to Spruce Street,
New York City."**

"Hundred dollar reward claimed. Rating of *Western Poultry Breeder* untrue. Particulars mailed. M. L. Stratton."

Kindly let me hear from you at once and state what you desire me to do, if anything more, in this matter.

Yours truly,

M. L. STRATTON.

TOPEKA, Kansas, Sept. 11, 1895.

Publishers American Newspaper Directory.

Yours dated the 10th. Acting on the advice contained in same in regard to the claim for reward on the *Western Poultry Breeder*, I called on a lawyer. He assured me that the affidavit of the teamster Stephenson would be sufficient, as Owen could not make a defense with safety to himself. We accordingly drew up one, stating the facts and called on Stephenson with it. He said that while it was correct he did not wish to sign it until he called on Owen. He left us and went to Owen's office and came back in thirty minutes and told us that it was all right, and as his testimony was so much stronger than our affidavit submitted for his signature, we drew a new paper. The enclosed is the same and was dictated by Mr. Stephenson.

Mr. Stephenson went to Mr. Owen and stated that he had done some bragging on the circulation of the *Western Poultry Breeder* and wished to know if he had overstated the matter, and that he had been claiming that the circulation of the same was never less than 3,500. He says that Mr. Owen said his supposition was entirely correct and he at once got down his books and showed his receipts for press work done by the Kansas Farmer Co., and for stitching done by Crane & Co., and that each and every one since Jan. 1, 1894, was for 3,500 copies, with one exception. Mr. Owen added that any one might look at them that desired and that he was willing to prove to any one that he had printed 3,500 each issue since January 1, 1894, with one exception, and that was an edition of 4,000 copies.

Dictated.

Yours truly,

M. L. STRATTON.

*State of Kansas, | S. S.:
Shawnee County,*

Bruce Stephenson, of lawful age, deposes and says as follows: That he is a teamster by occupation and does a general hauling business in the city of Topeka, Kansas. That in his occupation as such he was regularly employed by the *Western Poultry Breeder*, a paper published at 520 Kansas avenue in said city and State, to haul the forms of said paper, and the blank stock used in printing said paper, to the pressrooms of the Kansas Farmer Co., where the paper was printed, and to return said forms and printed papers to

the office of the *Western Poultry Breeder* when the work was completed. That he did this work during the year 1894, and has continued to do it to this date, and that he is fully aware of the exact number of papers handled as well as the blank stock. That there were 3,500 papers returned to the office of the paper each time. This number may have varied but it never fell below 3,000 or exceeded 4,000. I have also seen receipts for the printing and stitching showed me by Owen (the publisher), and that he a few moments ago showed them to me, and any one is at liberty to look at them.

The printing was done by the Kansas Farmer Co., and the stitching by Crane & Co., both of this city, and Mr. Owen showed the receipts for same to me this day. Each substantiate this statement.

Bruce Stephenson.
Subscribed and sworn to before me this 11th day of Sept., 1895.

LUCIA O. CASE,
Notary Public.
My commission expires March 8, 1895.

TOPEKA, Kan., Sept. 14, 1895.
Publishers American Newspaper Directory:

Roy Williams, a local advertising solicitor and friend of mine, called on Mr. Owen and stated that he had some advertising to place with established papers whose circulation had remained nearly stationary during the past year. Mr. Owen gave him the same information that was conveyed to you in the affidavit of Stephenson, and stated that he had no hesitancy in placing the same in writing. He did so, and the inclosed statement was written by Owen himself of his own volition.

It seems that Owen's statements to you were made for the benefit of foreign advertisers, and that he has no hesitancy in telling the truth to local advertisers.

I presume that Owen's own statement will be considered sufficient proof, and that I am now entitled to receive the reward.

Yours truly, M. L. STRATTON.

Office of
"WESTERN POULTRY BREEDER,"
OWEN & CO., publishers.
Circulation, 4,000 Copies.
1 inch one year, \$12.

TOPEKA, Kan., Sept. 14, 1895.
We hereby certify that we have had a cir-

culation of 4,000 regular subscribers since January, 1894, and print sometimes 10,000 copies a month. Paper is over six years old.

OWEN & CO.

*State of Kansas, } S. S.:
Shawnee County,*

Roy Williams, being duly sworn, deposes and says as follows:
That the above statement was given to

Form of statement to secure a rating preceded by the words in italic type: "smallest edition issued within a year."

To be filled in with ink.

18 1895

To the Publishers of the AMERICAN NEWSPAPER DIRECTORY,

No issue of this paper for the period of a full year preceding the date of this certificate has been less than

*Daily, 21750
Weekly, 41500*

complete copies

Name of paper The Oreada Bee

Town and State Oreada, Kans.

Signature H. H. File Bradlee

Must be signed with a pen by some person whose authority to sign is clearly stated or apparent.

Date January 15-1895

NOTE.—If copy is CDS form will indicate, in Article Averton, the exact circulation shown, presumably the Directory under a heading of 10,000 if more than one edition is reported on, a separate statement must be prepared and signed for each.

him by one Thomas Owen, publisher of the *Western Poultry Breeder*, of Topeka, Kansas. That the same was written, signed and handed to him by said Owen, who, at the time, informed this affiant that the circulation of this paper had been about 4,000 copies for each issue during the past eighteen months, and while the circulation of the paper had exceeded that figure at times it had not done so since January 1, 1894.

ROY WILLIAMS.

Swear to before me this 14th day of Sept., 1895.
D. SHELTON, Notary Public.
My commission expires Nov. 23, 1895.

Copies of these statements and affi-

davits were submitted to Owen & Co., and they were asked: "Shall we be obliged to decide that this is another case where a lying circulation report was furnished, and that Mr. Stratton is entitled to the reward of \$100?"

To this Owen & Co. replied as follows:

Office of
"WESTERN POULTRY BREEDER."
OWEN & CO., Publishers.
TOPEKA, KAN., Sept. 16, 1895.

Publishers American New Paper Directory:

In answer to yours of recent date would say our circulation at present is not as high as it has been. We could not prove what it was in '93. We have printed as high as 10,000 copies. Yours truly,

WESTERN POULTRY BREEDER.

And the publishers of the Directory, under date of Sept. 19, replied:

GENTLEMEN—If you have nothing further to furnish us in answer to the charges of falsehood made against you, it appears at this time that Mr. Stratton has well earned his one hundred dollars for proving false your statement of circulation in the American Newspaper Directory, as furnished by you, and covering a full year previous to December 18, 1894. You refer in your letter to your circulation in 1893. We don't care what it was then. What we want to know is, did you have, as stated in your report, accepted and guaranteed by us, a circulation of 6,000 for the year previous to December 24, 1894? We will wait a reasonable time for your response.

On the 2d of October the reward of \$100 was paid to Mr. Stratton by check on the National Broadway Bank, of New York.

Circulation report number fifteen, which was proved untrue, and cost the publishers of the American Newspaper Directory a forfeit of one hundred dollars, came from no less a paper than the *Daily Bee*, of Omaha, Nebraska. On another page of this issue of PRINTERS' INK the *Bee* publishes, at an expense of one hundred dollars, a full statement of its actual issues for a full year. The explanation given by Mr. Rosewater, the proprietor of the *Bee*, as to how that paper happened to send in a false report, is that "the line representing the lowest circulation on any given day of the year is filled out with the average circulation for the year." A fac-simile of the *Bee's* report, on which it is said that the business manager filled in the wrong information on the wrong line, appears on this page. Mr. Rosewater further attributes his dilemma to the asserted fact that the *Bee* has not patronized the Rowell concern as much as was expected, and he also asserts that,

"two years ago, they deliberately misrepresented our circulation, and classed the paper 5,000 less than its sworn statements, covering every day of the year preceding, had entitled it to. Mr. Rowell simply explained that it was a mistake, and that our report had miscarried." It was for the purpose of cutting off just such claims as Mr. Rosewater sets up about his experience of "two years ago" that the publishers of the Directory have for several years published the following notice both frequently and conspicuously:

\$25 Reward. Any publisher who placed on file at the Directory office a true statement, conveying the requisite information concerning the issues of his paper covering a full year, the same being duly signed and dated, and who finds, when the book has appeared, that his paper is not rated in accordance with the report which he sent, will receive from the publishers of the Directory a written apology for their neglect (which may be exhibited to advertisers and others) and a check for \$25 in payment for the service of discovery and pointing out the error. The newspaper publisher who registered the letter he sent containing his circulation statement finds it easy to prove that one was sent and received. If he kept a copy it will be equally easy to establish the fact that the statement sent actually did contain the requisite information and was properly signed and dated.

If the good will of PRINTERS' INK and the Directory, which are issued under one proprietorship, is bought, then the patronage of the *Bee*, amounting to \$2,600 for the current year, ought in all conscience to be enough to influence and secure that good will. If \$2,600 is not sufficient, then it would be of still greater interest to learn just how much will serve. No one knows better than Mr. Rosewater and Mr. Feil that PRINTERS' INK has no good will to sell and no ill will toward any one. It would be well for father-in-law and son-in-law in future to cultivate a practice of reading and verifying papers before attaching signature. In this connection, and with a desire to bring out the facts, space is also given for a one-fourth size reproduction of the full-page advertisement of the Omaha *Bee*, which appeared in the very issue of the American Newspaper Directory that is complained of (Directory, page 522), and in a position directly opposite the catalogue description of the *Bee*. The price of such an advertisement is fixed at \$150, and this one has been paid for. Interested persons may read in it these words:

"Look at it from an honest standpoint and these figures tell the tale truthfully to advertisers. Known circulation over 20,000 every day in the year does the daily print."

If the reader will now turn to the full yearly statement published by the *Bee* in this issue of PRINTERS' INK (page 69) he will perceive that on many days the issue failed to exceed 20,000 copies, and that the advertisement was not therefore quite true.

A full list of the \$100 rewards paid in eight years for the discovery of untruthful circulation reports in the American Newspaper Directory is as follows: In 1888, case of Waukegan (Ill.) *Gazette*. In 1889, case of Madison (Wis.) *Skandinavisk Tribune*. In 1891, case of Prospect (Ohio) *Advance*.

EDD. P. HOWELL & CO'S
TERRELL & TERRACE

LOOK AT THESE FIGURES...

Tell the fair truthfully in advertisements.

OVER... COPIES EVERY DAY IN THE YEAR—DOES THE DAILY PRINT.

OVER... COPIES EVERY SUNDAY EDITION.

OVER... COPIES EVERY WEEKLY EDITION

OF THE

OMAHA BEE

BE WHAT THE ADVERTISERS SAY.

If you will look over my advertising columns, you will find the names of the most successful advertisers of the country. That may not be the result of my efforts. It may be the result of the efforts of the advertising men themselves—they believe in York Bee and the customers of its advertisers. The large readers, and their wide influence are looking for your Bee.

A. FRANK RICHARDSON,
Chamber of Commerce.
Omaha, Neb.

Tribune Building,
Ninth Street.

In 1892, case of St. Louis (Mo.) *Anzeiger des Westens*, Atlanta (Ga.) *Dixie Doctor*, San Francisco (Cal.) *Call*. In 1893, case of Muskogee (Ind. Ter.) *Our Brother in Red*, Monon (Ind.) *News*, Montfort (Wis.) *Monitor*. In 1894, case of Topeka (Kan.) *Saturday Evening Lance*, Minneapolis (Minn.) *Farm, Stock and Home*, Chicago (Ill.) *Western Rural*, Los Angeles (Cal.) *Family Ledger*, Seattle (Wash.) *Press-Times*. In 1895, case of Omaha (Neb.) *Bee*, Weir City (Kan.) *Journal*, Williamsburg (Kan.) *Sunflower*, St. Louis (Mo.) *St. Louis Magazine*, New Orleans (La.) *Morning Star*, Topeka

(Kan.) *Western Poultry Breeder*. It will be observed that the whole list only reaches a total of twenty; but doubtless the system of paying the reward is what establishes the fact that a definite statement of actual issues is only obtainable from one publisher out of five.

It is well understood on all sides that the practice of the Newspaper Directory of publishing circulation ratings is a thorn in the side of nearly every newspaper. Few publishers are willing to oppose the practice openly, but there are probably not twenty newspaper men in America who would not sign the death warrant of the American Newspaper Directory if it could be done in the dark. Advertisers, however, value the information that the Directory gives and the people who invest two hundred million dollars annually for advertising are entitled to know something about what they are buying. They need information about circulations just as much as the wholesale dealer requires the commercial reports furnished by the mercantile agencies, concerning the financial standing of those who seek to obtain his goods.

As illustrating this need, it may be said that there are some persons who believe and assert that the actual daily editions printed by the Boston *Herald* have for a considerable time been about 60,000 less than the issue claimed in figures published at the head of its columns; and that after the recent shake-up in that office, the new manager being neither willing to continue to publish false figures nor to begin to print true ones, compromised by putting in the "High Water Mark" (533,140) reached one day several years ago and so lets it go at that. The editor of the Newspaper Directory was not able to obtain any statement from the *Herald* office for his last edition, in such a form as would permit of the usual guaranty of its accuracy.

MASTERING A TRADE.

The great point for the retailer to secure success is to be a master in his trade. No matter what his surroundings may be, nor what opportunities present themselves for profit, if he does not master his business he is sure in the end to fail in a great measure of achieving the success he desires, even if he does not make a total failure.—*Shoe and Leather Facts*.

WARES advertise,
Trade energize.

To

Ad-smiths



Every ad-smith intending to make an effort to secure the prize vase offered for the advertisement worded and displayed to best serve the purposes of attracting subscribers to PRINTERS' INK, a Journal for Advertisers, should send in his name and address, and a pamphlet which tells the whole story of the proposed competition will be forwarded to him by return mail. Address all communications simply PRINTERS' INK, New York.

THE PRIZE ADVERTISEMENT.

ELEVENTH WEEK.

In the eleventh week of the competition for the PRINTERS' INK Vase, twenty-eight advertisements were received in time for consideration and report in this issue of PRINTERS' INK. Of all these the one here reproduced is thought to be the best:

and appeared in the *Badger State Grocer*, of Milwaukee, Wis., of Oct. 2d. In accordance with the original offer, a coupon entitling the holder to a paid-in-advance subscription to PRINTERS' INK from date of presentation to January 1, 1901, the beginning of the twentieth century, has been sent to Mr. Black, and a second coupon of the same class was also sent to the advertising manager of the *Grocer*.

Mr. Black's advertisement will be placed on file and have further consideration December next, as promised in the terms of the competition set forth in the 76-page pamphlet prepared for the purpose of fully conveying the particulars and conditions of the competition for the PRINTERS' INK Vase. The pamphlet will be sent to any address on application.

The twenty-seven unsuccessful competitors passed upon this week each received a coupon good for one year's subscription to PRINTERS' INK, and have to be content with this very moderate compensation for the effort put forth. Each one, however, may find satisfaction in knowing that, although he failed to take first place this week, nearly fifteen more opportunities are still open to him, if he chooses to repeat his effort.

So much interest is already awakened in this contest as to make it quite apparent that the twelve who finally come out ahead in the competition will have no reason to regret that ability to write a good advertisement had been acquired and put in practice.

Every day ads are received which indicate that the ability to write ads and the interest in

The intelligent farmer

reads Agricultural journals; his knowledge cannot make rain fall or sun shine, but it helps him in his work, and makes a better farmer.

The wise merchant,

if he would learn more about advertising—and judicious advertising is the sunshine that makes business grow—let him study

PRINTERS' INK.

It contains the best advertising thought, and the most practical business wisdom of the day. It will stimulate your zeal in the right direction, and make you a better merchant.

You pay 10 cents for a literary magazine, and marvel at its cheapness. PRINTERS' INK costs 4 cents a copy now. It will cost 10 cents a copy after December 31, '95. It is cheap at that price. A good thing is worth getting now; now is the time to get it at \$2 a year. Published every Wednesday. Write for sample copy—free.

10 Spruce Street, New York City.

This advertisement was written by advertising as a progressive science is Mr. Jacob Black, of Milwaukee, Wis., becoming more widespread.

FOREIGN LANGUAGES.

The foreign born population in the United States represented by newspapers, as given in the census of 1890, the number of newspapers printed in each foreign language, and their estimated aggregate circulation, is shown in the following table:

	Population	Newspapers	Estimated Aggregate Circulation.
German	2,784,694	769	3,180,835
French	113,174	37	60,572
Skandinavian	933,249	136	687,137
Spanish	6,185	46	51,300
Polish	147,440	99	65,041
Italian	189,580	23	36,300
Hollandish	81,808	19	30,100
Hebrew	15	15	50,525
Welsh	100,079	8	6,000
Finnish	4	4	7,000
Portuguese	15,996	4	1,000
Slavonic*	510,036	57	60,210
Lithuanian	6	6	9,000
Chinese	106,588	2	900
Indian	1	1	400
Armenian	1	1	400
Irish	1,871,500	2	2,200
Greek	1,687	2	600

Where figures of population are omitted they are not given in the census reports. The population represented by parents of foreign birth is very much larger than that shown in above table.

GERMAN.

The German nation is represented in every State and Territory. Nearly one-sixth of those foreign born are in New York State, and one-half in the five States of New York, Pennsylvania, Ohio, Illinois and Wisconsin. Of their newspapers 103 are issued daily, 21 semi-weekly, 6 tri-weekly, 556 weekly, 5 bi-weekly, 18 semi-monthly, 59 monthly and 1 bi-monthly.

The following is a complete list of all German publications, reported in the American Newspaper Directory for 1895, with a circulation each issue of more than 2,000 copies. All the circulation ratings in this and the following lists to which an asterisk is prefixed are guaranteed by the Directory to be absolutely correct. Those not so marked are not guaranteed. Their publishers making no definite report, they appear in the Directory with an estimated rating expressed by letters indicating that they are believed to have the minimum circulation for which the letters stand. In the following lists the minimum figures are substituted for the letters:

Dailies.

New York, N. Y....	N. Y. Herold,	*35,594
	Morgen Journal,	40,000
	N. Y. Staats-Zeitung, morning,	40,000

New York, N. Y....	N. Y. Zeitung,	*35,170
Chicago, Ill.....	Abend Post,	30,000
Cincinnati, O.....	Taegliche Abend Presse,	*30,000
Philadelphia, Pa....	Abend Gazette,	30,000
Cleveland, O.....	Waechter und Anzeiger,	*19,003
Chicago, Ill.....	(Sunday *17,399) Freie Presse,	17,500
	(Sunday 17,500) III. Staats-Zeitung,	17,500
	(Sunday 20,000) N. Y. Tagess-Nachrichten,	17,500
Philadelphia, Pa....	Demokrat,	17,500
Brooklyn, N. Y....	Freie Presse,	*14,000
Baltimore, Md....	Der Deutsche Correspondent,	*11,000
Milwaukee, Wis....	Germania,	*9,119
St. Louis, Mo.....	Amerika,	7,500
New York, N. Y....	Die Westliche Post,	7,500
	N. Y. Staats-Zeitung, evening,	7,500
Pittsburg, Pa.....	Volkszeitung,	7,500
Milwaukee, Wis....	Abend Post,	*6,792
Buffalo, N. Y....	Demokrat,	*6,000
Chicago, Ill.....	Arbeiter-Zeitung,	4,000
Indianapolis, Ind...	Ind. Tribuene,	*4,000
Louisville, Ky.....	Anzeiger,	4,000
Detroit, Mich.....	Abend-Post,	4,000
St. Paul, Minn....	Volkszeitung,	4,000
St. Louis, Mo.....	Tribuene,	4,000
Newark, N. J.....	Freie Zeitung,	4,000
Cincinnati, O.....	Cin. Zeitung,	4,000
	Taegliche Cin. Freie Presse,	4,000
	(Sunday 7,500) Volksblatt,	4,000
Toledo, O.....	(Sunday 12,500) Express,	4,000
Pittsburg, Pa.....	Freiheits Freund,	4,000
	Beobachter,	4,000
Milwaukee, Wis....	Herold,	4,000
San Francisco, Cal.	Cal. Demokrat,	2,250
	(Sunday 4,000)	
Peoria, Ill.....	Demokrat,	2,250
Baltimore, Md....	Journal,	2,250
	(Sunday 2,250)	
Detroit, Mich.....	Mich. Volksblatt,	2,250
Kansas City, Mo....	Post,	2,250
	Presse,	2,250
St. Louis, Mo.....	Tageblatt,	2,250
Omaha, Neb....	Tribuene,	2,250
Newark, N. J.....	Deut. Zeitung,	2,250
Buffalo, N. Y....	Freie Presse,	2,250
	Volksfreund,	2,250
Cincinnati, O.....	Anzeiger,	2,250
	Volksfreund,	2,250
	(Sunday 4,000)	
Cleveland, O.....	Volksfreund,	2,250
Philadelphia, Pa....	Abend Post,	2,250
	Tageblatt,	2,250
	Volksblatt,	2,250
Milwaukee, Wis....	Der Seebote,	2,250
	Wis. Vorwaerts,	2,250
Wheeling, W. Va....	Staats Zeitung,	*2,200
	Semi-Weeklies.	
St. Paul, Minn.....	Volkszeitung,	17,500
Milwaukee, Wis....	Herold,	17,500
Louisville, Ky.....	Anzeiger,	4,000
Detroit, Mich.....	Familien Blaetter,	4,000
Milwaukee, Wis....	Der Seebote,	4,000
La Crosse, Wis....	Belletristische Nord-Stern Blaetter,	*3,000

Chicago, Ill.....Concordia,	2,250	New York, N. Y....Platt-Deut. Post,	4,000
Milwaukee, Wis....Wis. Banner,	2,250	Vereinigte-Staaten Ordem,	*4,000
Weeklies.			
Milwaukee, Wis....Germania,	*30,191	Canton, Ohio.....Volks-Zeitung,	*4,000
Der Haus und Bauern Freund,*85,160		Cincinnati, Ohio...South-West, Volksblatt,	4,000
St. Louis, Mo.....Der Herold des Glaubens,*31,680		Volksfreund,	4,000
Die Abendschule,*27,500		Wochenblatt,	*4,000
Milwaukee, Wis....Deutsche Warte, Erholungstunden,*25,192		Cleveland, Ohio....Der Sendbote, Columbus, Ohio....Der Westbote, Toledo, Ohio Express, Philadelphia, Pa....Vereinigte Staaten Zeitung,	4,000
St. Louis, Mo.....Amerika, New York, N. Y....Kath. Volksblatt, Columbus, Ohio....Waisenfreund, Chicago, Ill.....Die Rundschau, III.Staats-Zeitung, 17,500	20,000 30,000 30,000 17,500 17,500	Pittsburg, Pa. Beobachter, San Antonio, Tex. Freie Presse, Appleton, Wis....Volksfreund, Milwaukee, Wis....Columbia, New York, N. Y....Volksfreund, Dubuque, Iowa....Luxemburger Ga- zette,	4,000 4,000 4,000 4,000 4,000
New York, N. Y....Bellettistisches Journal, Staats-Zeitung, 17,500	17,500	Albany, N. Y.....Sonntags Journal,	*3,331
Cincinnati, Ohio....Der Christliche Apologete, 17,500	17,500	Reading, Pa.....Lutherisches Kir- chenblatt,	*3,278
Cleveland, Ohio....Der Christliche Botelschafer, 17,500	17,500	Rochester, N. Y....Deutsche Zeitung,	*2,856
Milwaukee, Wis....Acker und Gar- tenbau Zeitung, 17,500	17,500	Mayville, Wis....Dodge Co. Pioneer,	*3,600
New York, N. Y....A m. Schweizer Zeitung, *15,000	15,000	Washington, D. C. Journal,	*2,400
Chicago, Ill.....Freie Presse, Baltimore, Md....Kath. Volkszei- tung, 12,500	12,500	Milwaukee, Wis....Freidenker, Eau Claire, Wis....Der Herold, Little Rock, Ark....Staats-Zeitung, Grand Rapids, Mich. D e r Sonntags- bote,	*2,394 *2,304 *2,300 *2,300
St. Paul, Minn....Der Wanderer,	*11,000	Saginaw, Mich....Zeitung,	*2,300
Cincinnati, Ohio....Die Deborah, <td>*6,726</td> <td>College Point, N. Y....Long Island Cen- tral Zeitung,</td> <td>*2,300</td>	*6,726	College Point, N. Y....Long Island Cen- tral Zeitung,	*2,300
Chicago, Ill.....Der Beobachter, <td>*8,156</td> <td>San Francisco, Cal. Staats-Zeitung,</td> <td>*2,276</td>	*8,156	San Francisco, Cal. Staats-Zeitung,	*2,276
Chicagoer Vereins- Zeitung, *8,000		Belleville, Ill.....Post und Zeitung,	2,250
Detroit, Mich....Mich. Volksblatt,	7,500	Chicago, Ill.....Deutsche Allge- meine Zeitung,	2,250
Winona, Minn....Winona, 7,500		Ottawa, Ill.....Herold,	2,250
St. Louis, Mo....Die Westliche Post, 7,500		Elkhart, Ind.....Mennonitsche Rundschau,	2,250
New York, N. Y....Puck,	7,500	Indianapolis, Ind....Die Glocke, Spottvogel,	2,250
Cincinnati, Ohio....Wahrheitsfreund,	7,500	Des Moines, Iowa....Staats Anzeiger,	2,250
Allegheny, Pa....Sonntagsbote,	7,500	Louisville, Ky....Omnibus,	2,250
Allentown, Pa....Welt Bote,	7,500	Baltimore, Md....Volksfreund, Wecker,	2,250
Cleveland, Ohio....Waechter und Anzeiger, *6,800		Detroit, Mich....Der Arme Teufel, Die Stimme der Wahrheit,	2,250
Milwaukee, Wis....Nordwes. Post,	*5,944	St. Louis, Mo....Tribuene,	2,250
Chicago, Ill.....Katholisch es Wochenblatt, *5,700		Deutsche Am. Krieger-Zeitung,	2,250
Milwaukee, Wis....Excelsior, <td>*5,503</td> <td>Schalk,</td> <td>2,250</td>	*5,503	Schalk,	2,250
Dubuque, Iowa....Katholischer Westen, *5,022		Lincoln, Neb....Freie Presse,	2,250
Reading, Pa....Adler,	*5,000	Omaha, Neb....Tribuene,	2,250
Wichita, Kan....Staats Anzeiger,	*4,700	Buffalo, N. Y....Aurora,	2,250
New York, N. Y....Hessem - D a r m- staedter Zeitung, *4,601		Die Christliche Woche,	2,250
Milwaukee, Wis....Amerikanische Turnzeitung, *4,472		New York, N. Y....Brooklyn Jour.,	2,250
Oak Park, Ill....Nach. aus Schles- wig-Holstein, *4,300		Der Freischuetz,	2,250
Baltimore, Md....Der Deutsche Correspondent, *4,300		Der Fuehrer,	2,250
Saginaw, Mich....Post,	*4,000	Der Praeliter in Amerika,	2,250
San Francisco, Cal. Volksfreund,	4,000	Deut.-Am. Baeck- er Zeitung,	2,250
Chicago, Ill....Champion of Free- <td>4,000</td> <td>Hessische Blaetter,</td> <td>2,250</td>	4,000	Hessische Blaetter,	2,250
dom and Right, 4,000		Handels Zeitung,	2,250
Oesterreichisch Ungarische Zeitung, 4,000		N. Y. Zeitung,	2,250
Vorbote, 4,000		Cincinnati, Ohio....Anzeiger,	2,250
Peoria, Ill....Demokrat,	4,000	Kutztown, Pa....Journal,	2,250
Burlington, Iowa....Iowa Tribuene,	4,000	Pennsburg, Pa....Der Bauer Freund,	2,250
Louisville, Ky....Anzeiger,	4,000	Philadelphia, Pa....Nord-Amerika,	2,250
Katholischer Glaubensbote,	4,000	Sonntags Journal,	2,250
New Orleans, La....Deutsche Zeitung,	4,000	Pittsburg, Pa....Freiheits Freund,	2,250
Baltimore, Md....Bayerisches Wo- <td>4,000</td> <td>Volksblatt,</td> <td>2,250</td>	4,000	Volksblatt,	2,250
chenblatt, 4,000		Yankton, S. D....Freie Presse,	2,250
St. Cloud, Minn....Der Nordstern,	*4,000	Austin, Tex....Texas Vorwaerts,	2,250
St. Louis, Mo....Die Laterne,	*4,000	Galveston, Tex....Wochenblatt,	2,250
New York, N. Y....Figaro, <td>4,000</td> <td>Appleton, Wis....Gegenwart,</td> <td>2,250</td>	4,000	Appleton, Wis....Gegenwart,	2,250
Freiheit,	*4,000		

PRINTERS' INK.

Fort Atkinson, Wis. Union,	*2,250	Fall River, Mass... L'Indépendant,	*3,300
Milwaukee, Wis.... Journal und Her-	old,	San Francisco, Cal. Le Franco Cali-	2,250
Portland, Ore..... Nachrichten,	*2,250	fornien,	2,250
Altoona, Pa..... Deutscher Volks	*2,242	Semi-Weekly.	
Fuehrer,	*2,016	Worcester, Mass... L'Opinion Pub-	
Kansas City, Mo.... Die Reform,	*2,000	lique,	
Semi-Monthlies.		New York, N. Y.... Courrier des Etats	
St. Louis, Mo..... Der Friedensbote,	*21,600	Unis,	
Chicago, Ill..... Schuh und Leder,	2,250	Fall River, Mass... L'Indépendant,	17,500
Breda, Iowa..... Ostfriesische		Minneapolis, Minn. Echo de l'Ouest,	4,000
Nachrichten,	2,250	St. Paul, Minn.... Le Canadien,	2,250
Milwaukee, Wis.... Die Deutsche-Am.			
Gewerbe,	2,250	In Canada 72 newspapers are pub-	
Monthlies.		lished in the French language. Their	
New York, N. Y.... Der Auswanderer,	20,000	combined circulation is about 160,000.	
Philadelphia, Pa.... Carpenter,	17,500	Those credited with more than 2,000	
St. Louis, Mo.... Deutscher Mis-		are as follows :	
sions-Freund,	*14,000	Dailies.	
Cleveland, O..... Evangelische		Montreal, P. Q.... La Presse,	*35,458
Magazin,	12,500	Le Monde,	12,500
Cincinnati, O..... Haus und Herd,	7,500	Quebec, P. Q.... L'Evenement,	*21,285
New York, N. Y.... Der Techniker,	*5,100	Montreal, P. Q.... La Patrie,	7,500
Chicago, Ill..... Holzarbeiter,	4,000	Levis, P. Q.... Le Quotidien,	*5,287
St. Louis, Mo.... Deutsch-Ameri-		Montreal, P. Q.... La Minerve,	4,000
kanischer Ju-		Quebec, P. Q.... L'Electeur,	2,250
gend Freund,	4,000	Weeklies.	
New York, N. Y.... Daheim,	4,000	Montreal, P. Q.... La Presse,	*18,163
Der Hausdoktor,	4,000	Le Foyer Cana-	
Buffalo, N. Y..... Der Mitarbeiter,	4,000	dien,	12,500
Wausau, Wis.... Der Gefuegel	*2,608	La Patrie,	7,500
Zuechter,		Le Cultivateur,	7,500
Chicago, Ill..... Brewer and Malt-		Montreal, P. Q.... Le Monde Illustré,	4,000
ster,	2,250	Weym'st B'ge, N. S. L'Evangeline,	2,250
Metal und Eisen		Levis, P. Q.... L'Hebdomadaire,	2,250
Zeitung,	2,250	Montreal, P. Q.... La Minerve,	2,250
New York, N. Y.... Amerikanischer		Le Samedi,	2,250
Botschafter,	2,250	Quebec, P. Q.... Journal des Cam-	
Brewers' Journal,		pagnes,	2,250
Deut. Am. Apo-	2,250	L'Electeur,	2,250
theker Zeitung,		St. Hyacinthe, P. Q. Le Courier,	2,250
Jour. of Fashion	2,250	Semi-Monthly.	
and Tailoring,		Montreal, P. Q.... Le Propagateur	
Pharmaceutische		des Bons Livres,	2,250
Rundschau,	2,250	Monthly.	
Wilkes-Barre, Pa.... Saenger-Zeitung,	2,250	Montreal, P. Q.... Le Journal d'Agricul-	
Bi-Monthly.		ture Illustré,	2,250
Chicago, Ill..... Electro-Homoeo.		SKANDINAVIAN.	
Zeitschrift,	*12,934	The largest number (215,000) of	

The above 218 newspapers show a combined circulation each issue of 1,610,517, thus leaving for the other 551 German publications a total issue of 570,118.

In Canada 10 papers are published in the German language, with a combined circulation of about 6,000.

FRENCH.

One-sixth of the foreign born French population is in New York. There are 11,000 in California, 9,000 in Pennsylvania, 8,500 in Illinois and 8,400 in Louisiana. Of their newspapers 5 are issued daily, 3 semi-weekly, 27 weekly and 2 monthly. The following is a complete list of those accorded more than 2,000 circulation each issue :

Dailies.

New York, N. Y.... Courrier des Etats	
Unis,	4,000
(Sunday, 12,500)	

Weeklies.

New York, N. Y.... Courrier des Etats	
Unis,	
(Sunday, 12,500)	

Fall River, Mass... L'Indépendant,	*3,300
San Francisco, Cal. Le Franco Cali-	
fornien,	2,250

Semi-Weekly.

Worcester, Mass... L'Opinion Pub-	
lique,	

Weeklies.

New York, N. Y.... Courrier des Etats	
Unis,	
(Sunday, 12,500)	

Fall River, Mass... L'Indépendant,	*17,500
Minneapolis, Minn. Echo de l'Ouest,	2,250
St. Paul, Minn.... Le Canadien,	2,250

In Canada 72 newspapers are published in the French language. Their combined circulation is about 160,000. Those credited with more than 2,000 are as follows :

Dailies.

Montreal, P. Q.... La Presse,	*35,458
Le Monde,	12,500

Quebec, P. Q.... L'Evenement,	*21,285

Montreal, P. Q.... La Patrie,	7,500

Montreal, P. Q.... Le Quotidien,	*5,287

Montreal, P. Q.... La Minerve,	4,000

Quebec, P. Q.... L'Elecuteur,	2,250

Semi-Monthly.

Montreal, P. Q.... Le Propagateur	
des Bons Livres,	2,250

SKANDINAVIAN.

The largest number (215,000) of Skandinavians is found in Minnesota; next in Illinois, Wisconsin, Iowa and Nebraska. Of their newspapers, two are issued daily, 110 weekly, 7 semi-monthly and 17 monthly. Some are printed in the Swedish, some in the Danish and others in the Norwegian language. All those credited with a circulation of more than 2,000 are printed below :

Dailies.

Chicago, Ill..... Skandinaven,	7,500
Minneapolis, Minn. Daglig Tidende,	2,250

Weeklies.

Decorah, Iowa..... Decorah Posten	
og Ad Vernen,	*35,745

Minneapolis, Minn. Svenska Amerikanska Posten,	*32,300

Chicago, Ill..... Humoristen,	*20,000
Svenska Amerikanaren,	
Svenska Tribunen,	

	20,000

Chicago, Ill.....	Gamla och nya Hemlandet,	12,500
	Missions-Wan-	12,500
	nen,	12,500
	Svenska Kuriren,	12,500
Rock Island, Ill....	Augustana,	12,500
Minneapolis, Minn., Svenska Folkets	Tidning,	12,500
Chicago, Ill.....	Bladet,	*11,500
Minneapolis, Minn., Veckoblad,		*9,000
Omaha, Neb.....	Svenska Journal-	
	en,	*8,624
Chicago, Ill.....	N y a W e c k o	
	Posten,	7,500
	Sandebudet,	*7,500
	Skandinavien,	7,500
Minneapolis, Minn., Daglig Tidende,	Daglig Tidende,	*7,500
	Normanna,	7,500
	Vart Hem,	*7,500
St. Paul, Minn.....	Nordvesten,	7,500
	Skaftaren,	7,500
Omaha, Neb.....	Den Danske Pio-	
	neer,	7,500
Worcester, Mass....	Skandinavia,	*6,221
Chicago, Ill.....	Folke-Vennen,	*5,201
Brooklyn, N. Y....	Nordiske Blade,	*4,400
Minneapolis, Minn., Folkebladet,		*4,088
Chicago, Ill.....	Amerika,	4,000
	Den Christelige	
	Talamand,	4,000
	Fosterlandet,	4,000
	Norden,	4,000
Minneapolis, Minn., Skandinavisk	Farmer Jour'l,	4,000
	Ugebladet,	4,000
St. Paul, Minn.....	Folkets Nyheter,	4,000
New York, N. Y....	Nordstjernan,	4,000
Grand Forks, N. D., Normanden,		*4,000
Eau Claire, Wis....	Reform,	3,900
Chicago, Ill.....	Figaro,	*3,800
Minneapolis, Minn., Missions Bladet,		*3,500
Denver, Colo.....	Svenska Korres-	
	pondenten,	*2,856
San Francisco, Cal., Vestkusten,		*3,500
Duluth, Minn....	Scandia,	*2,500
Cedar Falls, Iowa....	Dannevirke,	*2,325
Chicago, Ill.....	Evangelisten,	2,250
Des Moines, Ia....	Svithiod,	2,250
Boston, Mass....	Oesterns Wecko-	
	blad,	2,250
Ishpeming, Mich....	Superior-Posten,	2,250
Duluth, Minn....	Svenska Tribun,	2,250
Omaha, Neb....	Svenska Posten,	2,250
Jamestown, N. Y....	Vart Land,	2,250
McKeesport, Pa....	Svenska Vecko-	
	bladet,	2,250
Sioux Falls, S. D....	S y d Dakota	
	Ekko,	2,250
Neenah, Wis....	Danskoren,	2,250
Stoughton, Wis....	Normanner,	2,250
Minneapolis, Minn., Vagtrytaren,		*2,000

Semi-Monthlies.

Minneapolis, Minn., Skoerdemannen,	7,500
Story City, Ia.....	Skolen og Hjem-
	met,
Minneapolis, Minn., Illustreret Fa-	4,000
	mili Journal,
	2,250

Monthlies.

Cedar Rapids, Ia...K v i n d e n o g	
Hjemmet,	*15,270
Chicago, Ill.....	Swedish-American Review,
Minneapolis, Minn., Brud-Kronan,	2,250
	Svenska Familij
	Journal,
	2,250

SPANISH.

One-fourth of the foreign born Spanish population is in New York,

one-sixth in Louisiana and one-sixth in Texas. Of their newspapers, 2 are issued daily, 1 tri-weekly, 1 semi-weekly, 29 weekly, 1 semi-monthly and 11 monthly. The following is a list of all accorded a circulation of more than 2,000:

Semi-Monthly.

New York, N. Y...El Progreso,	2,250
-------------------------------	-------

Monthlies.

St. Louis, Mo.....Spanish American Trade Journal,	7,500
New York, N. Y...El Comercio,	*5,000
	Gaceta Medico Farmaceutica,
	4,000
	Revista Popular,
	4,000
	El Comprador Hispano-Americano,
	*3,600
	La Revista Medico-Quirurgica,
	*3,200
Chicago, Ill.....La Ilustracion Norte Am.,	2,250

SCLAVONIC.

Russia, Hungary, Bohemia and Poland make up the Slavonic population, represented by the 7 daily, 1 tri-weekly, 3 semi-weekly, 44 weekly, 1 semi-monthly and 1 monthly newspapers. The largest number of citizens from these nationalities are in Illinois, Nebraska, Wisconsin, Iowa, Minnesota, Michigan and Pennsylvania come next in order. Some of their newspapers are printed in the language of Bohemia, others in that of Hungary, and others in that of Poland. The following is a complete list of those believed to print as many as 2,000 each issue:

Dailies.

Chicago, Ill.....Denni Hlasatel,	*6,000
	Dziennik Chicasogoski,
	*5,841
	Svorost,
	*4,500
	(Sunday *7,600)

New York, N. Y...New Yorkske Listy,	*4,135
	(Sunday *5,655)

Milwaukee, Wis....Kuryer Polski,	2,250
----------------------------------	-------

Tri-Weekly.

Pittsburg, Pa.....Amerikansko Slovenske Noviny,	*7,850
---	--------

Weaklies.

Chicago, Ill.....Amerikan,	*18,000
Pittsburg, Pa.....Gazeta Pittsburghska,	*10,000
Chicago, Ill.....Wiara I Ojczyzna,	*9,000
Toledo, Ohio.....Ameryka,	*8,600
Chicago, Ill.....Zgoda,	7,500
Racine, Wis....Slavie,	*7,500
Baltimore, Md....Polonia,	4,000
Chicago, Ill.....Gazeta Polska,	4,000
Detroit, Mich....Niedziela,	*3,300
Chicago, Ill.....Slnaha,	2,250
	Gazeta Katolicka,
	2,250
La Grange, Texas....Svoboda,	2,250
Milwaukee, Wis....Domacnost,	2,250
St Louis, Mo....Hlas,	2,250

Monthly.

New York, N. Y...Sokol Americky,	*3,500
----------------------------------	--------

ITALIAN.

More than one-third of the foreign born Italian population is in New York. Then follow Pennsylvania, California, New Jersey and Massachusetts. They have 4 daily, 2 semi-weekly and 17 weekly newspapers. The following is a list of all believed to have a circulation of as much as 2,000:

Dailies.

San Francisco, Cal.	La Voce del Popolo,	*4,000
New York, N. Y.	Il Progresso Italo-Americano,	2,250

Weeklies.

Chicago, Ill.	L'Italia,	12,500
Philadelphia, Pa.	Il Vesuvio,	4,000
New York, N. Y.	Revista Italico-Americana,	2,250

HOLLANDISH.

Michigan has nearly one-third of the foreign born Holland population. The next largest number is in Illinois and then in New York, Iowa and New Jersey. Their newspapers are issued: 1 tri-weekly, 1 semi-weekly, 15 weekly, 1 semi-monthly and 1 monthly. The following is a list of all believed to issue as many as 2,000 copies:

Semi-Weekly.

Grand Rapids, Mich.	De Standaard,	2,250
---------------------	---------------	-------

Weeklies.

Green Bay, Wis.	Onze Standaard,	*3,400
Grand Rapids, Mich.	Een Stem des Volks,	2,250
Holland, Mich.	De Grondwet,	2,250

HEBREW.

Of the 12 Hebrew papers 2 are issued daily, 9 weekly and 1 monthly. Those believed to print more than 2,000 copies are as follows:

Dailies.

New York, N. Y.	Jewish Daily News,	*11,375
Chicago, Ill.	Jewish Cour't,	2,250

Weeklies.

New York, N. Y.	Jewish Gazette,	*18,650
Chicago, Ill.	Jewish Courier,	6,500
New York, N. Y.	Die Arbeiter Zeitung,	4,000
	Jewish Recorder,	2,250
	Jewish Times,	2,250

WELSH.

Pennsylvania has the greatest number of Welsh foreign born. The next largest number is in Ohio, and then in New York, Wisconsin and Illinois. The Welsh have 1 newspaper published monthly and 1 weekly, viz.:

Weekly.

Utica, N. Y.	Y Drych,	4,000
--------------	----------	-------

FINNISH.

The 4 newspapers in the Finnish language are all published weekly. Two are given a circulation of 2,000 and over, as follows:

Calumet, Mich.	American Untiset,	*4,000
N. Y. Mills, Minn.	Unsi Kotiman,	*2,000

PORTUGUESE.

The 4 papers in this language are all issued weekly. No one of them is credited with as much as 800 circulation.

LITHUANIAN.

The Lithuanian language is now used by a small fraction of the people in Russia, Prussia and Poland. The 6 papers are all issued weekly—no one having a circulation of 1,000 copies. The leading paper is perhaps the *Lietuva* of Chicago, Ill.

CHINESE.

The Chinese have 2 weekly papers printed in their own language, viz.:

San Francisco, Cal.	Am. and Chinese Com'l News,	400
	Oriental Chinese Newspaper,	400

INDIAN.

There is one weekly newspaper now published in any Indian language, viz.: Tahlequah, Ind. Ter. Cherokee Advocate, 400

It is in the Cherokee dialect.

ARMENIAN.

There are about 6,000 Armenians in the United States, mostly on the Atlantic Coast in the mills of Lawrence, Lowell and Manchester. Their only newspaper is a monthly:

New York, N. Y.	Haik,	400
-----------------	-------	-----

IRISH.

The Irish have one newspaper, monthly, printed in English and Gaelic, viz.:

Brooklyn, N. Y.	Gael,	2,250
-----------------	-------	-------

GREEK.

The only newspaper in Greek is:

New York, N. Y.	Atlantis.
-----------------	-----------

ICELANDIC.

There are 4 newspapers in this language—3 weekly, 1 monthly—all published in Winnipeg, Manitoba. Two are given a circulation of over 2,000, viz.:

Winnipeg, Man.	Heimskringla,	*3,360
----------------	---------------	--------

MONTHLY.

Winnipeg, Man.	Oldin,	*2,500
----------------	--------	--------

The Cincinnati Commercial Gazette

goes into more homes in the Ohio Valley than any other morning newspaper published in Cincinnati. It is read by thousands of families who receive no other newspaper.

The local merchants of Cincinnati regard it as the

FAVORITE FAMILY PAPER OF SOUTHERN OHIO

and the best advertising medium for trade in family supplies. If you want the household trade of this section use its advertising columns.

Sample copies, advertising rates or other information on request.

J. E. VAN DOREN SPECIAL AGENCY,

PUBLISHERS' DIRECT REPRESENTATIVES,

Tribune Building, New York.

1320 Masonic Temple, Chicago.

THEIR ADVERTISEMENTS DECLINED.

THE MAKERS OF CHEVERET, A NEW ARTICLE WHICH HAS BEEN ADVERTISED TO THE EXTENT OF \$40,000 IN TWO MONTHS, RUN UP AGAINST A SNAG—ITS RIVAL, FIBRE CHAMOIS, HAS BOUND MANY IMPORTANT MEDIUMS NOT TO ACCEPT COMPETING ADVERTISEMENTS—MR. INGRAM, THE HEAD OF THE CHEVERET COMPANY, PROPOSES TO MAKE IT LIVELY FOR SUCH PAPERS—SUIT FOR \$10,000 INSTITUTED AGAINST "VOGUE."

The spectacle of a newspaper refusing the patronage of a concern manufacturing a high-class article and prepared to pay ready cash, is not of common occurrence. Once in a while our autocratic friend of the *Ladies' Home Journal* returns one's order with the polite explanation that, while few things on this earth would gratify him more than to publish this particular advertisement still the demands upon his space are such that he will be compelled to hold it over a month or two before he can find a vacant corner for it. And the *Youth's Companion* now and then returns your advertisement with a note to the effect that you have overstepped some one of their sacred rules but that, if you will rewrite your advertisement, and omit this or that point, it may be whipped into shape so that they can accept it at their regular rates. However, most papers do not look down upon the advertiser from a \$5 per line standpoint and are only too hungry for what may come their way. Under such circumstances being compelled to refuse desirable ads must be quite as annoying to the publisher as to the advertiser.

Fibre Chamois is a dress interlining. It is the product of a paper mill and has the appearance of ordinary wood pulp treated according to some special process. It is a capital lining, and very popular with ladies who wish to give their dresses that broad sweep demanded by modern fashion. The usual retail price is 35 cents per yard, which is popularly reported to allow an enormous per cent of profit. However this may be, there is certainly large enough margin to allow them to have spent something like a quarter of a million in advertising and increase tremendously in prosperity. Naturally

there have been others who have witnessed this success and entered into competition with them. Among them has been the newly organized Ingram Interlining Company, whose president is the sales manager of two well-known paper mills.

This concern started out with the idea of advertising extensively, but found that many desirable mediums had bound themselves to Fibre Chamois not to accept the ads of any competing article. The situation has been brought to a focus in the case of *Vogue*. This paper sent a solicitor to Mr. Ingram and informed him that they would publish the advertisement of Cheveret in the space of one page for \$100. He accepted the offer and sent them the copy. It was then discovered in the *Vogue* office that in a previous contract with Fibre Chamois there was a clause prohibiting the publishing of an ad of such an article as Cheveret. Very reluctantly the order was sent back, with this explanation. Mr. Ingram, having had several such experiences before, determined to make this a test case, and consulted one of the most celebrated lawyers of New York. Damages for being left out of this issue of *Vogue* were fixed at \$10,000, and suit has been so brought.

It was also the opinion of counsel that the paper refusing the advertisement of a reputable article forfeited its right to be carried in the mails as second-class matter. In the application blank, which new publishers are required to sign, is this question: "Can any house in good standing advertise in your publication at the regular published rates?"

A representative of PRINTERS' INK called upon Mr. Ingram at his offices in the Potter Building and asked if the report was true that he was about to "break" *Vogue* for refusing his advertisements.

"No; my suit is entirely a friendly one, so far as *Vogue* is concerned. I have no wish to injure any paper that has thoughtlessly signed a contract not to accept the advertisement of certain articles. But I do wish to point out to publishers that, in committing themselves to such a course, they may have future cause for regret."

"Have you obtained a ruling from the post-office on the point of whether *Vogue* has forfeited its right to be carried in the mails as second-class mat

ter, because it refuses the 'advertisement of a house in good standing?'"

"Well, I called upon the Assistant Postmaster of New York, Mr. Gayler, and had a very courteous hearing. He didn't give me much satisfaction though, and advised me to inquire of the Third Assistant Postmaster-General at Washington."

"Couldn't he say positively whether *Vogue* had infringed the second-class mail law?"

"No, he said that in the case of a trade paper refusing the advertisement of a house in good standing it would be pretty certain to exclude it, but whether that would apply to a literary weekly or monthly magazine was another matter and would require some research."

"How about the *Dry Goods Economist*? There is the case of a leading trade paper which it is currently reported agrees to take hold of a certain article (for a fixed sum per annum) and boom it industriously and exclude all competing advertisements from its columns."

"Well, that very case has come up. The *Dry Goods Economist* has refused my advertisement and according to Mr. Gayler it is in jeopardy of losing its standing as a legitimate newspaper. I have instructed my agent, Mr. Haulenbeek, to offer the advertisement again, and if it is again refused we shall consider what proceedings to take against them."

"Have you won any of these cases so far?"

"The Broadway Cable Road—Ex-Mayor Grant's road, you know—was about to refuse my card on the ground of a previous contract with Fibre Chamois, but the Cheveret cards are in all their cars to-day. There is one point I wish you would make plain, and that is, I have no desire to prosecute any paper unless I really wish to advertise in it. Whatever contracts the *Police Gazette* may have with its advertisers does not interest me, for I do not believe it a suitable medium for my article. But if any paper declines my advertisement when I believe the use of its columns would prove profitable to me, I mean in that case to test the law to its fullest extent. One point that Mr. Gayler made plain to me was that if a paper charged me 50 cents per line for advertising, whereas it accepted Fibre Chamois at 30 cents, that would be an evasion of the law.

To charge a prohibitive price for advertising would be only a subterfuge, and would be considered an infringement of the law."

"Do you intend to advertise Cheveret extensively?"

"Well, I have spent \$40,000 so far; I don't know whether you consider that extensive or not, but I am going to keep right up along this line. And whatever you write up about this matter, I hope you will make it plain that I intend to make a determined fight on this question of whether a newspaper (which has governmental privileges granted to it as a public carrier) has a right to refuse a reputable advertisement. The case will not be allowed to drop until there has been a legal decision."

ATTITUDE OF THE POST-OFFICE DEPARTMENT.

WASHINGTON, D. C., Oct. 7, 1895.

As this case involved a very important question, namely, the right of any publication to refuse advertisements of competing goods, and still claim the pound rate of postage, or second-class mail privileges, it was brought to the attention of the Post-Office Department by the Associated Trade and Industrial Press, and a decision requested.

In the form of application, which contains a number of questions to be answered by every publisher asking for the pound rate, the following question appears:

"Can any house in good standing advertise in your publication at the regular published rates?"

This question must be answered in the affirmative before the application is accepted, and if it is answered in the negative of course the application is refused.

On Saturday, October 5th, a reporter from the Associated Trade and Industrial Press called at the office of Mr. Frank H. Jones, First Assistant Postmaster-General, stated the above-mentioned case to him, and asked for an immediate decision in regard to the matter. "You people seem to think we must drop everything and attend to this matter," said Mr. Jones. "Oh, no," politely replied the reporter, "that is not our intention, but the matter is urgent, and just to save you the trouble of 'dropping everything,' we ask for an expression from the department in this matter."

"Well, suppose you see Mr. Kerr Craigie, the Third Assistant Postmaster-General, as this matter comes under his supervision, anyhow, and he will, no doubt, render a decision at once," replied the gentleman.

Thanking Mr. Jones for the information given, the reporter went to Mr. Craigie and repeated the request. After considering the matter, Mr. Craigie said: "Should the discrimination against competing advertisers reach such a point as, in the judgment of the department, would render a publication an advertising sheet, then it would become its duty to cancel the certificate of entry and deny its future admission to the mails at the pound rate of postage."

In this connection Mr. Craigie showed the following letter to the reporter, and stated the position taken by the Department at the time this letter was written still governs the practice of this office. This letter is in reply to an inquiry from J. W. White, President of the S. S. White Dental Manufacturing Company, Philadelphia, Pa., on the same grounds as is covered by the Haulenbeck controversy, and is as follows:

POST-OFFICE DEPARTMENT.
Office of the Postmaster-General,
WASHINGTON, D. C., July 8, 1890.

*Mr. J. W. White, Pres't. S. S. White Dental
Mfg. Co., Philadelphia, Pa.:*

SIR—Your letter of the 28th ult. has been received. In reply, I beg leave to say that ordinarily this Department does not claim any jurisdiction over the business of newspaper or periodical publishers, so far as concerns their acceptance or rejection of advertisements offered them for publication. The official interrogatory contained in the blank form of application for the entry of newspapers and periodicals to the privileges of second-class matter, and which publishers, when asking for such privileges, are required to answer—involving the right of any house in good standing to advertise in the publication at the usual rates—does not, I think, necessarily imply any absolute governmental control over that matter; it is merely intended in connection with the other interrogatories in the application, to secure in every case exact information as to the nature of the publication presented, and thus to enable the Department to intelligently decide whether such publication conforms to all the conditions prescribed by law relative to the admission into the mails of second-class matter. But, although disclaiming any right to interfere generally with a publisher's business in this respect, I have no hesitation in saying that there may be cases wherein the exclusion of advertisements by publishers would seem to require Departmental action. For example, if the publisher of a trade journal admitted to the mails as second-class matter, who had prior to its entry answered affirmatively the Department's usual interrogatory as to the right of any house in good

standing to advertise in the journal, was subsequently found, without good reason, to be habitually excluding the advertisements of houses coming into competition with his own house or the house of some combination of which he might be a member or representative, I think it would be a fair presumption that the journal was published primarily for advertising purposes—that is to say, to advance the trade interests of the publisher or the combination; and if this were found upon inquiry to be so, the Department, under the law, would be bound to deny the publisher any further enjoyment of the privileges of second-class matter.

This illustration will perhaps give you a clear idea of the Department's position concerning the question you submit.

Yours very respectfully, etc.,
(Signed) JNO. WANAMAKER,
Postmaster-General.

Following up this matter, Mr. Fountain, Chief of the Division of Classification, of the Post-Office Department, was seen, and in response to a request for his opinion in regard to such a contingency as has arisen, said:

"It is a question in my mind whether this subject is a matter for Departmental action or for action by the courts. It would seem to be a hardship upon publishers to have the Department undertake to say you shall accept this advertisement, and exclude that, and so on, but, at the same time, in order to get the privilege of second-class mail rates, for the benefit of the public, a concession is made to publications of this class, and as the public is taxed to make up the deficiency, they should be entitled to equal rights in advertising in such publications. The Department can only make a general rule until some specific complaint is made. We have received several inquiries such as the one you make, and to all and each the Department will send a copy of Mr. Wanamaker's letter, as defining the position taken by the government in such matters."

The postal regulations, in paragraph 4, Section 277, set forth the following provision, bearing on the question:

"It (the publication) must be originated and published for the dissemination of information of a public character, or devoted to literature, the sciences, arts, or some special industry, and having a legitimate list of subscribers: Provided, however, that nothing herein contained shall be so construed as to admit to the second-class rate regular publications, designed primarily for advertising purposes, or for free circulation, or for circulation at nominal rates."

As this provision, through ignorance

or otherwise, is being violated by various publications, it is suggested that Mr. Haulenbeck, or some other sufferer from this cause, make a formal complaint to the Post-Office Department, covering some specific case, and forwarding copies of the paper or magazine which refused such advertisements. Then the Department would be in a position to make a ruling on a special case that would be more effective than a general decision, such as is given above.

STATE CO-OPERATIVE LISTS.

An advertiser who uses the ordinary co-operative lists of newspapers, cannot, if he so desires, cover only a single State. This state of affairs does not exist in Missouri. In that State the *Columbia Herald* issues a series of ready prints for Missouri newspapers only, which is said to have attained a circulation exceeding fifty thousand copies, and to be supplied to about one hundred of the weeklies published in the State. It differs from the other co-operative lists in that the ready-print matter is largely of a character relating to Mis-



MAP OF MISSOURI

souri affairs, political and otherwise, so that when the rural editor adds his town locals, the paper appears to be entirely home print. It is, in fact, entirely a local paper, far better than the local journalist could make if left to his own devices. A map is given herewith, showing the localities in which the "Columbia Herald auxiliaries" have penetrated. The projectors of the system, encouraged by their success, contemplate its extension to other States, each State having its own editorial staff. It will be undoubtedly welcomed everywhere by advertisers as a step ahead in co-operative advertising.

KEYING ADS.

Much ingenuity has been exercised in devising a system of keying ads so as to give the advertiser a certain method of arriving at the results from the mediums he uses.

In my experience I have tried various plans, but none of them were perfect, and the best I ever could do was to get about half of those who answered the ads to use the key. I have tried giving a different post-office box to each paper, or a different street number, but a good many people never stop for such little details. They are writing, presumably, to a well-known firm, and feel sure that the letter will be delivered by the post-office, whether box number or street address is given or not.

The plan of asking them to "name this paper," or ask for catalogue "A," "B" or "C," frequently fails of its object, and the advertiser is left to guess where he found a large percentage of his correspondents.

As all experienced advertisers know that an inquiry from California may come from a reader of a New York paper, or vice versa, the devising of a plan of keying ads that will work every time is something that is well worth knowing.

This plan about which I am going to tell is not mine, and I do not think the originator of it has ever given it away. I fell on it by mere accident.

I happened into a newspaper office, and, while talking to the manager, idly picked up an electro and looked at it. I noticed the address, and concluded that I might want to remember it, and made a mental note of it.

A few days later, in another office, I found a similar electro, with the same address, but another set of initials to the firm name. Not long after this I found the ad running quite generally in a certain class of papers, but no two of them gave the same initials to the firm name.

I was convinced that those changed initials were the key to the ad which told that the ad was seen in a certain paper, and thought it a pretty good plan, but one that was rather complicated. All at once it occurred to me that the initials were those of the paper in which the ad was printed, and upon looking over my files I found that it was so of every one I could find, and I saw how nicely it could be worked.

If the ad appears in *Farm and Fireside* it could be signed "F. F. Smith"; if in the *Prairie Farmer* it would be "P. F. Smith," or if in the *American Agriculturist*, the signature would be "A. A. Smith," and so on indefinitely.

In case of two papers of the same initials a variation could be given very easily, as, for instance, to distinguish between the *Prairie Farmer* and the *Practical Farmer*, one could be, say, "P. F. Smith," for the *Prairie Farmer*, and "P. F. P. Smith" for the *Practical Farmer*, Philadelphia.

With this method of keying, it seems to me that every one who answers the ad will give a clue to the paper he saw it in, and furnish just the sort of information that every advertiser wants.

MILLER PURVIS.
Springfield, Ohio.

WHERE TO FIND SUGGESTIONS.

The retail merchant should be an indefatigable reader of the advertisements in the newspaper and trade press. He will find many suggestions that he can use in his own trade inducers.—*Stoves and Hardware Reporter*.



AN INEXPERIENCED SOWER

in the advertising field will waste much of his seed and will not always sow the right sort.

We know every paper in America—know just what it is worth—just what is its lowest rate.

We advise our clients where to sow—we see that the sowing is done properly and we watch the field constantly.

The best advertisement writers and artists work for us. We can get up better ads than you ever had before and place them to better advantage.

Write to us about it.

THE GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., N. Y.

Charles Austin Bates,

1413, 1414, 1415 Vanderbilt B'l'd'g, N. Y.

Plans, Advice, Writing and Illustrating for Advertisers.

I want to increase my acquaintance among the best advertisers. I want more good business men to know what I can do for them in the way of giving advice and preparing copy. That is the reason I am going to make several special propositions. I will not agree to hold these offers open after November 1st.

To Medical Advertisers—

Send me \$100 and I will write and illustrate for you six advertisements better than any you have ever had before. When the ads have been submitted to you, and have your approval, I will have metal base electrotypes made and sent to you. I will also answer any questions you have to ask, and give you all the advice and criticism that I think will be a benefit to you. The more data you send, the better service I shall be able to render.

To Trade Paper Advertisers—

Send me \$50 and I will write a series of 12 advertisements for you. I will also answer any questions you want to ask, criticise your previous advertising and printed matter, and give you the benefit of what I have learned from a great many bright advertisers in similar lines. At this price is about $\frac{1}{6}$ what I sometimes have to charge for trade paper ads. I reserve the right to decline any order that may come to me.

To Retailers—

On receipt of \$20 I will send you 13 ads, with an attractive illustration for each ad (stock illustrations, of course). This will be enough to give you a fresh ad every week for 3 months. It will be enough to enable you to form an opinion of the value of my work in your particular business. If, with your order, you send me some of your old ads, and tell me what you have been doing and what your difficulties have been, I will advise you, giving you the benefit of what I know about advertising, and what I have been able to find out from other good business men in your line. For such a letter of advice my usual charge is \$10, so that you will see I am giving you \$30 worth of service for \$20.

NOTES.

THE current *Midland Monthly* has an interesting article on the development of the Associated Press.

H. D. LACOSTE, 38 Park Row, has recently taken a special agency for the *Burlington Free Press*.

MILLER PURVIS, late of *Farm News*, Springfield, O., has been appointed editor of the Illinois edition of *Farm and Fireside*.

F. W. KELLOGG, advertising manager of the *Cleveland Press*, has been made general advertising manager of the Scripps-McRae papers.

In issue of Oct. 9 it is stated that prize ad was published in *Phillips Phonograph*, of Farmington, Me. It should have said, of Phillips, Me.

The October number of the *Review of Review* contains an article by Geo. P. Morris on Religious Journals and Journalism, with portraits of all the "leading lights."

MR. W. E. SCOTT, the special agent, reports that in September last he forwarded more business to his paper than for any month before. What he is trying to do now is to beat even his record for September.

"In the window of a gentlemen's furnishing store in Cortland st., attached to a fine-looking shirt which is marked 75 cents, may be seen this announcement: "We have taken the starch out of the price, but left it in the shirts."

A GENTS' FURNISHING house in Boston has this to say on the envelopes in which it encloses small purchases: "Our ambition is to conduct our business so that every purchaser shall be pleased. We are not doing business for this year only, nor for the next. We want your trade continuously. Our goods are made and sold with this thought in mind."

COMMERCIAL VALUE OF AN EVEN TEMPER.

Don't grow angry at your employees. If they do wrong, tell them in an explanatory way of their shortcomings; then watch the result. It works like a charm. A kind word can produce a change for the better quicker than a reprimand. The one leaves a desire to do better, the other a sting; both are boomerangs. Choose the wiser plan—*kind words*. It don't do harm to have occasional talks with your people. You have no idea what bright thoughts some of your people have. You can often learn something from them. All they need is a little encouragement to express themselves. It is best to have your people like you. You can get better results from them, and, besides, it is a splendid advertisement. It spreads like wildfire.—*Key tone.*

Let your ads be characterized
By type good-sized—
Words well revised—
And you'll be glad you advertised.

CLASSIFIED ADVERTISEMENTS.

Advertisements under this head, two lines or more without display, 26 cents a line. Must be handed in one week in advance.

WANTS.

A DIVERTING man, 6 years' experience, desires to make a change. Address "B. H. P." Printers' Ink.

TO PURCHASE—A good-paying daily newspaper plant. "B. M. J." P.O. Box 288, Shenandoah, Pa.

WISCONSIN AGRICULTURIST, Racine, Wis. Advertisements at 20 cents a line for 25,000 circulation, guaranteed.

EXPERIENCED traveling salesman wants first-class line on commission. Good references. Address 819 Putnam Ave., Brooklyn.

ACCOMPLISHED editor wishes permanent connection with evening paper. Salary no object if suited. Address "CAPITAL," care Printers' Ink.

WANTED—To buy newspaper in town of 5,000 to 15,000 population. Daily or daily and weekly. Address, with particulars, "W. R.," Printers' Ink.

WANTED—Newspaper work of any kind; age 24; 8 years' experience; Republican; superior references. Address "ABILITY," care Printers' Ink.

WANTED—By a trained man, position with a reliable house as writer of advertisements. Would accept nominal salary while on trial. Address "M. P.," care Printers' Ink.

MANAGING editor leading Cal. daily would like to make Eastern engagement as editorial writer, telegraph or city editor. Is practical, experienced, all-around newspaper man, capable of filling any position satisfactorily. Best references. Address "PACIFIC," care Printers' Ink.

NEWSPAPER INSURANCE.

THE YANK, Boston, Mass., wards off business death. 100,000 monthly.

PAPER.

M. PLUMMER & CO. furnish the paper for this magazine. We invite correspondence with reliable houses regarding paper of all kinds. 46 Beekman St., New York.

SPECIAL WRITING.

"ED. COPY" makes money. It pleases readers that have ideas. It helps circ'n and ad's. Politics to suit. Terms way down. Write for booklet, etc. G. T. HAMMOND, Newport, R. I.

BILLPOSTING AND DISTRIBUTING.

P. PRINTZ, distributor of advertising master, 730 8th St., N. E., Washington, D. C.

CIRCULARS, samples and all kinds of advertising matter distributed at reasonable prices. O. G. DÖRNER, 86 Marion St., Cleveland, O.

PRESS CLIPPINGS.

SOUTHERN CLIPPING BUREAU, Atlanta, Ga. Press clippings for trade journals and adv'ts.

THE CHICAGO PRESS CLIPPING BUREAU, 36 La Salle St., Chicago. 40 expert readers. Patrons all satisfied. We can help push your business. Write. N. Y. Office, Equitable Bldg.

MERCANTILE LAW.

CAVANAGH & THOMAS, Omaha, Nebraska, lawyers and adjusters. Collections of jobbers handled anywhere in Iowa or Nebraska with success; 3,000 of the leading Eastern jobbers examine our reports every week. Are recommended by all credit men as the best system of watching their trade. Write us. Reference, W. & J. Sloan, New York City.

ADVERTISING AGENCIES.

STANLEY DAY, New Market, N. J. ADVERTISING GUIDE, \$2c. a year. Sample mailed free.

A NY responsible advertising agency will guarantee the circulation of the WISCONSIN AGRICULTURIST, Racine Wis., to be 25,000.

If you wish to advertise anything anywhere at any time, write to the GEO. P. ROWELL ADVERTISING CO., 19 Spruce St., New York.

PRESSWORK.

IF you have a long run of presswork it will pay you to consult us. Largest press-room in the city. Best of work. Most reasonable prices. FERRIS BROS., 334-336 Pearl St., N. Y.

MAILING MACHINES.

\$1.00 (stamps or m. o.) Pelham Mailing System and Mailer, postp'd. Fract'; 1,000 hour; saves 3-3 time writing; no type lists; unique address label. C. P. ADAMS & BRO., Topeka, Kan.

SPECIAL NOTICE.

NOTICE TO PUBLISHERS—I have recently purchased at assignee's sale the printing plant of the Penfield Bros., 605-607 Mattison Ave., Asbury Park, N. J., the Weekly Shore Press, the Daily Press, Arthur's Magazine, the leasehold of premises, etc., said to be one of the most complete printing plants in the State. I have given an option on the above plant, which expires Oct. 22. Should the option not be accepted, the whole will be offered for sale on easy terms. H. S. KINMONTH, Asbury Park, N. J.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

HANDSOME illustrations and initials for magazines, weeklies and general printing, &c. per inch. Sample pages for stamp. AMERICAN ILLUSTRATING CO., Newark, N. J.

BUSINESS will pick up if you push it along. Put more life in your ads. A little sketch will help; 60 cents for a good one. Write about it. R. L. WILLIAMS, 63 L. & T. Bldg., Wash., D. C.

TO LET.

YANK, Boston. Space.

REVIEW, Mt. Pleasant, Iowa.

WE have for rent, at 10 Spruce St., two connecting offices, one large and one small. They are up only one flight of stairs and are well-lighted and the pleasantest offices in the building. Size of large room about 20x24; smaller, 10x15. If wanting such offices, please call and talk about price, etc. Will be fitted up to suit. Address GEO. P. ROWELL & CO.

PRINTERS.

VAN BIBBER'S Printers' Rollers.

THE LOTUS PRESS, 140 W. 23d St. (See ad under Advertisement Constructors).

822 BUYS 100,000 white 6x9 circulars. Write ELECTRIC PRESS, Madison, Wis.

FOR one check book, 1,000 checks, 3 deep, well bound, perforated and numbered, my price is \$6.00. WM. JOHNSTON, Manager PRINTERS' INK Press, 10 Spruce St., N. Y.

BOOKS.

QOLD books bought and sold. Send stamp for list. Address A. J. CRAWFORD, 312 North 7th St., St. Louis, Mo.

DANGER SIGNALS, a manual of practical hints for general advertisers. Price, by mail, 50 cents. Address PRINTERS' INK, 10 Spruce St., New York.

AMERICAN NEWSPAPER DIRECTORY for 1886 (issued June 15th). Describes and reports the circulation of 20,000 newspapers and periodicals. Pays a reward of \$25 for every case where a publisher is not accorded a circulation rating in accordance with facts shown by his statement in detail if signed and dated, and \$100 reward to the first person who shows any such statement to have been untrue. Over 1,000 pages. Price, Five Dollars; \$1 extra for postage if forwarded by mail. Address GEO. P. ROWELL & CO., Publishers, No. 10 Spruce St., N. Y.

MISCELLANEOUS.

"**I**n her POST-INTELLIGENCER Seattle has one of the four great papers of the Pacific Coast." —*Harper's Weekly*.

WISCONSIN AGRICULTURIST, Racine, Wis. Only English agricultural paper printed in Wisconsin. Established 1877.

ADVERTISING NOVELTIES.

PADS—Pencil pads for memorandum—any size to order—7c. Ib. Embossed catalogues a specialty. Send for one. GRIFFITH, AXTELL & CADY CO., Holyoke, Mass.

ADVERTISING blotters, printed, \$2.50 per 1,000; size 4x9½; good stock; \$3.00 for \$16. cash with order. V. I. AARON & CO., Printers and Stationers, 338 Dearborn St., Chicago, Ill.

FOR the purpose of inviting announcements of Advertising Novelties likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

AN everlasting, always in sight, never thrown away ad are the Advertising Glass Paper Weights made by us. Sample and prices, inc., postage. JNO. & JOS. LOBMILLER, Wellsburg, W. Va.

TRADE-WINNERS and money-makers; these are the qualities of our advertising novelties; the people want them. Write us for information. Largest plant in U. S. THE CURRENT PUB. CO., 1038 Filbert St., Philadelphia.

"**T**HE BELLS" and "THE HOLIDAYS"—Our two fine Christmas specialties for advertising men, printers, merchants and projectors of church and other fairs, will be splendid this season. Send for samples and price lists. CONTINENTAL PRINTING CO., Successors to J. A. & R. A. Reid, Publishers, Providence, R. I.

ADVERTISING MEDIA.

THE YANK, Boston, Mass., 100,000 monthly.

SHOE TRADE JOURNAL, Chicago, always secures business for advertisers. Try it.

PICKED people, cream of the buyers in fifty coast towns—Rockland, Me., DAILY STAR.

IF you advertise in Ohio you will get results. For particulars address H. D. LA COSTE, 35 Park Row, New York.

ANY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

"**I**n her POST-INTELLIGENCER Seattle has one of the four great papers of the Pacific Coast." —*Harper's Weekly*.

H. D. LA COSTE, 35 Park Row, New York. Special newspaper representative. I offer advertising papers that bring results.

In all America there are only eight semi-monthlies which have so large a circulation as the WISCONSIN AGRICULTURIST, Racine, Wis.

ARE you advertising in Ohio? We invite your attention to the Dayton MORNING TIMES, circulating 4,500 copies daily; the EVENING NEWS, 5,000 copies each issue, and the WEEKLY TIMES-NEWS, 4,500 copies; are the representative family-newspapers of Dayton, and with their combined circulation of 14,000 copies daily thoroughly reach the homes of that section. Dayton is a prosperous city of 80,000, and the NEWS and TIMES are long established journals and have always enjoyed to a marked degree the confidence and support of the best people in Dayton. Address H. D. LA COSTE, 35 Park Row, New York.

BRAINS, a weekly journal for advertisers. It contains photographic reproductions of the best retail advertisements to be found in the various publications of the English-speaking world, together with many hundred excellent suggestions for catch-lines, reading matter and best typographical display of advertisements. The only journal in the world devoted exclusively to retail advertising and to the men who write and set their type. Publishers get many good suggestions for display front. Subscription price \$4 a year. Sample copy of BRAINS free. Advertising rates on application. BRAINS PUBLISHING CO., Box 672, New York.

ADDRESSES AND ADDRESSING.

LETTERS for sale or rent. Cash paid for all lines of fresh letters. Write for lists and prices. H. C. RUPE, South Bend, Ind.

CARDS, wrappers and envelopes addressed to leading advertisers \$3 per 1,000. Will X for space. TOWNSEND, 408 E. 3rd, Minneapolis, Minn.

G BUY'S list of 2,764 residents of Spartanburg County, S. C., paying taxes on \$200 upwards. CHAS. H. HENRY, Mgr. Herald, Spartanburg, S.C.

FRESH mail order addresses, received since August 1, '95. Price 75c per M. Have 10,000 different States. Many good agents among them. S. M. BOWLES, Woodford City, Vermont.

SUPPLIES.

VAN BIBBER'S
Printers' Rollers.

ZINC for etching. BRUCE & COOK, 190 Water St., New York.

NEWSPAPER—Rolls or sheets. First quality. Write A. G. ELLIOT & CO., Philadelphia, Pa.

STANDARD Type Foundry printing outfit, type, original borders. 290 Clark St., Chicago.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., LTD., 16 Spruce St., New York. Special prices to cash buyers.

ELECTROTYPES and stereotypes with adjustable base. Also metal and wood backed cuts for newspaper advertising. E. B. SHELDON CO., New Haven, Conn.

THE best in the world. That is the kind of type I make, and I can beat them all on prices. H. B. BRENNAN, Successor to Walker & Brennan, 201 to 206 William St., New York.

ENLLOPES, commercial, catalogue, calendar; any size, shape or quality; plain or well printed. Pure gum arable used exclusively. Indicate your wants—our samples and prices will do the rest. BUFFALO ENVELOPE CO., Manufacturers, Buffalo, N. Y.

OUR gas and gasoline engines are applicable wherever power is wanted or needed. They are a simple, easily managed motive power, at all times immediately available for work. PHILADA. GAS ENGINE CO., 31 Walnut St., Philadelphia.

ADVERTISEMENT CONSTRUCTORS.

PARAMORE.

PRACTICAL, profitable ads. LUCAS.

SIX retail ads. \$3. FRANK V. STUMP, Werner Building, Goshen, Ind.

TRANSLATING, business writing, ad-smithing. CHAS. KAENSE, Printer, 45 S. Washington Sq., New York.

SEND for my prices for writing ads. H. C. FRANK WINCHESTER, 102 Ashford St., Brooklyn, N. Y.

WRITE for circular describing cheapest plan for illustrated advertisements. O. COHEN, 235 Forrest Ave., N. Y.

FIRE insurance ads. 4 good ones, and a cut for each, for \$2. W. CHANDLER STEWART, 411 Elm Ave., Philadelphia.

3 ADS. with original cuts, \$1. Drugs and shoes my specialties. Money back if wanted. PARAMORE, 419 N. 4th St., St. Louis.

"SCARBORO: Circular letter you prepared for us has been very successful. REUBEN WOODS' SONS' CO., Syracuse, N. Y."

THE only writer of exclusively medical and drug advertising. Advice or samples free. ULYSSES G. MANNING, South Bend, Ind.

ILLUSTRATED "advertising monthlies" written and printed. Valuable plan for large advertisers. Write CLIFTON WADY, Writer, Somerville, Boston, Mass.

TILL Dec. 1st 6 ads, with directions for setting, \$2, cash with order. Suit you or money back. F. W. DECKER, 165 Chambers, Newburgh, N. Y.

"SCARBORO: We are well pleased with the pamphlet, and no doubt will continue to give you our work in this line.—BLUE VALLEY PLASTER CO., Omaha, Neb."

CONTRACTS for 365 advertisements a year.

" 315 " "

" 32 " "

E. L. SMITH, Codman Bldg., Boston, Mass.

PROFIT pullers—my ads. 6 retailers, \$2. Booklets and circulars written. Satisfaction or money back. Years of practical experience. LUKE LUCAS, 483 Cherokee, Leavenworth, Kan.

"SCARBORO: Reading matter and cut all here. Please find check inclosed as per bill—little bit steep, but I hope that I will feel able to call on you again, as I think your work is good. FRANK M. MARES, Druggist, Chicago, Ill."

IDONT rent a Vanderbilt office in some large city. You get the benefit of this in price. Six retail ads. \$3; 1/4-page magazine ads. \$3. Satisfaction or money refunded. Send stamp for my new booklet, "Sharp Pointe." FRANK V. STUMP, Goshen, Ind.

TRUITHFUL, brief, explicit ads on any subject. Medical ads, circulars, booklets. I have the proper literary and business training. I write English and German, French ditto. Translations from a circular to a full book to order. Charges moderate. Work correct. Letter of advice \$3—a chance for advertisers that can't afford to pay a fortune. Money's worth or money back. Call with inquiry. CHAS. J. ZINGG, Farmington, Me.

"SCARBORO: The work you did for us has been eminently satisfactory, and accomplished the results for which it was intended. After having watched your work carefully for the past several years we do not wonder at your winning the various prizes offered in contests of the expert advertisement writers. Assuring you of our best wishes, we are yours truly, THE WAPLES-PLATTER GROCER CO., Fort Worth, Tex."

WE believe our collection of printed matter exceeds any other printer's collection in the world. It excels in artistic merit and in originality of design. It is unusual for a printing office to have such a collection. The idea itself is original. We have the specimens grouped into several departments—catalogues, booklets, circulars, programmes, cards, etc. We are always glad to have advertisers call and see them. Those in New York are invited to come at any time. Those who live at a distance can have samples sent them whenever they are ready to have printing done. Nobody can get specimens of our printing merely to satisfy curiosity. THE LOTUS PRESS, 149 W. 23d St., N. Y. City.

IHAD found bargain advertising a good way to secure new customers and am going to give it a try in PRINTERS' INK. What I am after is regular high-grade customers who are willing to pay well for good work. Any one who has never had any work from me can, until Oct. 30, for \$2 in advance, have a booklet or circular planned, arranged and written for him. I will also give a cut for the cover and promise to make a dainty, harmonious piece of work. The cut will often cost me more than \$2. My regular charge for a booklet is \$3 and upwards—usually "upwards." I can do no rush work on this bargain offer and must be given plenty of facts to work on. People whom I cannot suit can have their money back. R. L. CURRAN, 111 W. 33d St., N. Y.

PRINTING that shows a touch of art is worth at least twice as much as plain printing. It is certain to interest both the artistic mind and the inartistic. It hits twice where ordinary work hits once. The people who appreciate art are generally the people who have the most money to spend. They are the class which the business man tries hardest to reach, but which he often misses. It is our business to put art on paper with a printing press. The artistic touch we give the work raises it above the plane of advertising. It raises it high enough to make the reader see the art first, and then the advertising. The business man who uses our printing is sure to make a favorable impression upon that class of people who have both money and an artistic turn of mind. THE LOTUS PRESS, 149 W. 23d St., N. Y. City.

FOR SALE.

5 LINE advertisement, \$1. WISCONSIN AGRI-CULTURIST, Racine, Wis.

\$3.50 BUYS 1 INCH. 50,000 copies Proven. WOMAN'S WORK, Athens, Ga.

WILL sell the copyright to AI advertising scheme at a bargain. L. S. PICKETT, Nevada, Iowa.

"**I**n her POST-INTELLIGENCER Seattle has one of the four great papers of the Pacific Coast."—Harper's Weekly.

COUNTRY newspaper for sale. Good country, good town, nice business. A bargain for a cash customer. Write for particulars. J. D. TRIMMER, Eaton Rapids, Mich.

FOR SALE.—A half interest in an afternoon daily paper; doing a splendid business and located in a beautiful city surrounded by churches and schools. Reason, too much work. Want partner who can help share the work and do his part; \$200 a month profit. Will sell half interest for \$1,500, \$1,000 down; long time on balance. Address Lock Box 106, Mt. Pleasant, Ia.

FOR SALE.—The Cape Girardeau DEMOCRAT daily and weekly. The only papers published in Cape Girardeau, a city of 6,000 population. The best newspaper and job office in the State of Missouri, outside of St. Louis and Kansas City. New material and new improved presses. Office doing a good business. Will sell for part cash and balance on easy terms. For further particulars address BEN H. ADAMS, Cape Girardeau, Mo.

OFFER FOR BUSINESS MEN. If your letter heads are old-fashioned, cheap appearing, can you expect people to form a favorable impression of yourself and your business? It's policy to use one that will represent your business in a creditable manner. Elegant designed and engraved plate for letter head, #7.40. Gives the effect of a lithograph. Sketch sent on approval; no charge if not accepted. Give exact size and wording. W. MOSELEY, 33 Hill St., Elgin, Ill.

A HOE Type Web Perfecting Press to be sold to make room for a larger one. It has been running but a few years, and it is in complete and perfect condition in every respect. It prints a form of 25x34½ inches. Its capacity is 12,000 per hour. Has two deliveries and makes three folds. It is a beautiful machine and is as good as when it came from the factory. It is easily made ready and supplies the want where time is a consideration at press hour. Will positively be sold at a bargain for cash. W. H. HODGSON, Daily Local News, West Chester, Pa.

ARRANGED BY STATES.

Advertisements under this head, two lines or more without display, 25 cents a line. With display or black-faced type the price is 50 cents a line. Must be handed in one week in advance.

ARKANSAS.**THE ARKANSAS****DAILY GAZETTE**

Published at Little Rock, to keep up with the procession of enterprising newspapers and sustain its reputation as the leading journal in its territory, has recently placed a battery of Mergenthaler typesetting machines in its office and added other modern improvements to enable it to produce a better paper and thus enhance its value to advertisers.

CALIFORNIA.

THE great California fruit-growing district of which San Jose is the center is thoroughly covered by the daily San Jose MERCURY. Sample copies free. For advertising rates in daily or weekly address MERCURY, San Jose, Cal.

ALWAYS AHEAD—Los Angeles TIMES, So. Cal.'s great daily. Circulation over 14,000.

THE WAVE, San Francisco, Cal., the leading Pacific Coast society, literary and political weekly. E. KATZ, 186-187 World Bidg., New York, N. Y., sole agent. **13,000** weekly guaranteed.

THE EXAMINER has a larger daily circulation than all the other morning papers in San Francisco combined, and the largest circulation of any daily west of Chicago, while the weekly EXAMINER has the highest circulation yet accorded to any paper west of the Missouri.—From *Printers' Ink*, issue of July 3, 1890.

IOWA.

ADVERTISERS will notice that the WEEKLY TELEGRAPH is credited by the American Newspaper Directory for 1895 with a higher circulation rating than any other weekly issued in Dubuque County.

ONE county and one town fully covered by one paper. The WEEKLY SENTINEL covers Carroll County better than any other paper. Circulation guaranteed by Rowell to be larger than any other weekly in the county. The DAILY SENTINEL is the only daily in city or county. Fills the field. Advertising rates based on circulation. Carroll, Iowa.

LOUISIANA.

S. W. PRESBYTERIAN, New Orleans, weekly over Ala., Ark., Fla., La., Miss., Tenn., Tex.

MAINE.

THE HOME TREASURY, Augusta, Maine, proves 50,000 copies per month.

MASSACHUSETTS.

25 CENTS for 40 words, 5 days. Daily ENTERPRISE, Brockton, Mass. No slide ads.

MICHIGAN.

THE SOO DEMOCRAT Sault Ste. Marie, Mich. It should be on your list.

SAGINAW COURIER-HERALD, Daily, 6,000; Sunday, 7,000; weekly, 14,000.

SAGINAW COURIER-HERALD is delivered directly into the homes by its own carriers.

SAGINAW COURIER-HERALD, largest circ'n in No. Mich. Full Assoc'd Press dispatches.

SAGINAW Evening and Weekly NEWS. Largest circulations in the Saginaw Valley, Mich.

SAGINAW COURIER-HERALD is the leading newspaper in Northern Michigan. Issued mornings except Mondays, Sunday and Weekly. Daily, 6,000, est. 1870; Sunday, 7,000; Weekly, 16,000, est. 1887. Saginaw (pop. 60,000) is the third city in Michigan. For further information address H. D. LACOSTE, 38 Park Row, New York.

JACKSON (Mich.) PATRIOT, morning, evening, Sunday and twice a week. The leaders in their respective fields. Exclusive Associated Press franchise. Only morning newspaper in this section. All modern improvements. Rates reasonable. The leading advertisers in the country are represented in the PATRIOT's columns. Information of H. D. LACOSTE, 38 Park Row, N.Y.

MISSOURI.

KANSAS CITY WORLD, daily exceeding 25,000, Sunday 30,000.

\$50 FOR best cover design. Contest closes Nov. 1st. FORTNIGHTLY PRESS CO., St. Louis, Mo.

TO reach the 50,000 lead and zinc miners of Southwest Missouri, use the columns of the Webb City Daily and Weekly SENTINEL. A live, progressive and up-to-date paper.

TO reach the 50,000 lead and zinc miners of Southwest Missouri, use the columns of the Webb City Daily and Weekly SENTINEL (successor to the TIMES). A live, progressive and up-to-date newspaper.

MISSISSIPPI.

THE WATCHMAN has a large circulation throughout the Southern States, and is a splendid advertising medium. Send for sample copy and advertising rates. JAS. M. WALKER, Publisher, Williamsburg, Miss.

MONTANA.

THE LIVINGSTON ENTERPRISE: eight pages; all home print. Circulation exceeds 1,000.

A NA CONDA STANDARD. Circulation three times greater than that of any other daily or Sunday paper in Montana. 10,000 copies daily.

NEW HAMPSHIRE.

Established 1877.

The GRANITE MONTHLY

Beautifully Illustrated.
A New Hampshire Magazine.

FRANK E. MORRISON, - - - Special Agent,
TEMPLE COURT, NEW YORK.

NEW JERSEY.

POPULAR adv. mediums: Bridgeton (N. J.) EV'G NEWS, 3,000; Bridgeton (N. J.) DOLLAR WEEKLY NEWS, 1,600. Rowell guarantees circ'n.

THE EVENING JOURNAL,

JERSEY CITY'S

FAVORITE FAMILY PAPER.
Circulation, - - - 15,500.
Advertisers find IT PAYS!

NEW YORK.

QUEEN OF FASHION, New York City.
Issued monthly. A million copies a year.

SEE CORNING DISTRICT EWORTH BANNER, under Pennsylvania. Guarantees 5,500 per issue.

BRAINS, a weekly journal for advertisers. It contains photographic reproductions of the best retail advertisements to be found in the various publications of the English-speaking world, together with many hundred excellent suggestions for combining, arranging, setting and best typographical display of advertisements. The only journal in the world devoted exclusively to retail advertisers and to the men who write and set their ads. Printers get many good suggestions for display from it. Subscription price \$4 a year. Sample copy of BRAINS free. Advertising rates on application. BRAINS PUBLISHING CO., Box 572, New York.

ELMIRA TELEGRAM.

ELMIRA, N. Y.

Known Circulation Over One Hundred Thousand Copies Weekly.

A. FRANCIS RICHARDSON, General Agent.
Rooms 13, 14 and 15 Tribune Bldg., New York City.

NORTH CAROLINA.

DURHAM STORY PAPER AND BUSY AGENT circulates in every State. 10 cents a line.

OHIO.

THE PRESS, Columbus, only Democratic daily in Central Ohio.

LARGEST circ'n of any Prohibition paper in

nation: BEACON AND NEW ERA, Springfield, O.

FINDLAY (O.) REPUBLICAN is the best newspaper in all respects published in any 50,000 city in the United States. Circulation—daily, 3,000; weekly, 2,000.

PRINTERS' INK.

PENNSYLVANIA.

TIOGA CO., Pa., and Steuben Co., N. Y., are the home field of the **EWORTH BANNER**, a magazine in newspaper form. Ads 80¢ per inch per issue, next reading. Wellboro, Pa.

THE PATRIOT, Harrisburg, Penna. Forty-third year. Politica, independently Democratic. Leading paper at State capital: 8,000 daily, 5,000 weekly. Rates low. Population 54,000.

DESIRABLE READERS and a good circulation are what advertisers receive in the **CHESTER TIMES**. 30,000 well-to-do, intelligent people read the TIMES with their supper every day. WALLACE & SPROUL, Chester, Pa.

RHODE ISLAND.

THE HOME GUARD, Providence, R. I. Tenth year. Circulation 50,000.

SOUTH CAROLINA.

THE daily edition of **THE STATE**, Columbia, S. C., is the most popular paper in a hundred South Carolina towns. The semi-weekly edition reaches over 1,000 post-offices in South Carolina.

VERMONT.

THE Burlington FREE PRESS has largest Daily and Weekly circulation in Vermont.

VIRGINIA.

THE STATE, Richmond, the leading evening paper in a community of 125,000 people, publishes full Associated Press dispatches, and is a live, up-to-date family newspaper. New management, typesetting machine, new press and many improvements. Greatest local circulation than any other Richmond daily. Prices for space of H. D. LACOSTE, 58 Park Row, New York.

WASHINGTON.

SEATTLE TIMES.

SEATTLE TIMES is the best.

SEATTLE POST-INTELLIGENCER.

THE TIMES is the home paper of Seattle's 90,000 people.

SEATTLE'S afternoon daily, the **TIMES**, has the largest circulation of any evening paper north of San Francisco.

"**I**n her Post-INTELLIGENCER Seattle has one of the four great papers of the Pacific Coast." —Harper's Weekly.

WISCONSIN.

WISCONSIN AGRICULTURIST, Racine, Wis. Only English agricultural paper printed in the State. Rates only 20 cents a line. Circulation over 25,000.

CANADA.

THE largest circulation in New Brunswick is enjoyed by the **PROGRESS**, a weekly issued at St. John. —From *Printers' Ink*, issue of May 1, 1896.

THE BERLIN RECORD (daily and weekly) is acknowledged to be the best advertising medium in Waterloo County, as it indisputably is the leading newspaper. The **DAILY RECORD** is the paper of a large and progressive manufacturing town. The people who read it are well-to-do German Canadians who have money to spend. W. V. UTTLEY, Business Manager.

MEXICO.

EL FARO has double the reading matter of any evangelical publication issued in Mexico. Apartado 306, Mexico City.

SO. & CEN. AMERICA.

SOUTH American merchants subscribe for the
PANAMA STAR & HERALD.

CLASS PUBLICATIONS.

ADVERTISING.

BRAINS, a weekly journal for advertisers. It contains photographic reproductions of the best retail advertisements to be found in the various publications of the English-speaking world, together with many hundred excellent suggestions for catch-lines, reading matter and best typographical display of advertisements. The only journal in the world devoted exclusively to retail advertisers and to the men who write and set their ads. Printers get many good suggestions for display from it. Subscription price \$4 a year. Sample copy of BRAINS free. Advertising rates on application. BRAINS PUBLISHING CO., Box 575, New York.

AGRICULTURE.

HOME AND FARM, Louisville, Ky.

BREEDER AND FARMER, Zanesville, O.

PACIFIC RURAL PRESS, San Francisco, Cal.

WISCONSIN AGRICULTURIST, Racine, Wis.

WISCONSIN AGRICULTURIST, Racine, Wis.

KENTUCKY and Tennessee farmers are harvesting the biggest and finest crop known in this territory for many years. They will have more and more money this fall and winter than they have had for years. Advertisers can reach these people more effectively through the columns of the FARMERS' HOME JOURNAL than any other way. It is read and trusted by them as their business paper. Let us help you do business with these people. Address FARMERS' HOME JOURNAL, Louisville, Ky.

A. P. A.

A. P. A. MAGAZINE. New. 15,000 circulation already. 100 large quarto pages. \$3 yearly, etc. monthly. None free. San Francisco, Cal.

ART.

ART LEAGUE CHRONICLE, Leavenworth, Kan.

BOOTS AND SHOES.

"BOOTS AND SHOES" WEEKLY, N. Y. City.

CARRIAGES AND WAGONS.

THE HUB, 247 Broadway, New York. The leading monthly, containing all that pertains to the art of carriage building, and circulated all over the world.

THE HUB NEWS, 247 Broadway, N. Y. The only weekly paper published in the interests of vehicle mfrs. and dealers.

COAL.

COAL TRADE JOURNAL, New York City.

COLLEGE PUBLICATIONS.

THE MUHLENBERG, Allentown, Pa. Circ'n 1,000. DID you ever realize that what is "continually pounded into" a young man during his college career usually creates a life-long impression? THE UNIVERSITY OF MICHIGAN DAILY, Ann Arbor, Mich., is read every day of the college year by the students of one of the two largest American universities.

COMMERCIAL TRAVELERS.

THE COMMERCIAL TRAVELER, St. Louis, published in the interests of and circulates among commercial travelers. Bona fide circ'n, 4,500.

DANCING.

THE BALL ROOM, Kansas City. Semi-monthly.

FASHIONS.

QUEEN OF FASHION, N. Y. City.

Issued monthly. A million copies a year.

THE WAVE, San Francisco, Cal. 13,000 weekly.

FRIENDS.

FRIENDS' INTELLIGENCER, Philadelphia. Established 1844. Circulation 3,500.

HARDWARE AND HOUSE FURNISHING.

Gems in Hardware Dealers.

D. T. MALLETT, Publisher, 271 Broadway, N. Y.

DRUGS AND CHEMICALS.

WIS. DRUGGISTS' EXCHANGE, Janesville, Wis.
HISTORICAL.

THE AMERICAN HISTORICAL REGISTER, a Monthly Gazette of the Patriotic Hereditary Societies of the United States of America. Send for advertising rates and specimen copies. 180 S. Sixth St., Philadelphia, Pa.

HOMEOPATHY.

HOMOEOPATHIC RECORDER, Phila. Pa.

HOUSEHOLD.

WOMAN'S FARM JOURNAL, St. Louis, Monthly.

JEWISH.

JEWISH SPECTATOR, Memphis, Tenn. and New Orleans, La. Oldest, largest, best, most widely circulated Southern Jewish paper.

LARGEST CIRCULATIONS.

ELMIRA, N. Y., TELEGRAM: Over 100,000 weekly.

LITERATURE.

THE WAVE, San Francisco, Cal. 13,000 weekly.

LUMBER.

SO. LUMBERMAN, Nashville, Tenn. Covers South. MEAT AND PROVISIONS.

The National Provisioner, N. Y., Chicago.
MEDICINE.

LEONARD'S ILLUSTRATED MEDICAL JOURNAL, Detroit, Mich. Circulation over 10,000.

MEDICINE AND SURGERY.

MEDICAL SENTINEL, sworn cir. Portland, Or.

WESTERN MEDICAL AND SURGICAL REPORTER, St. Joseph, Mo.

MEMPHIS MEDICAL MONTHLY, Memphis, Tenn. Only medical periodical published in the Mississippi Valley between St. Louis and New Orleans. Established 1859.

MINING.

MINING AND SCIENTIFIC PRESS, San Francisco.

PAINTING.

PAINTING & DECORATING, 247 Broadway, N. Y. The finest and most complete paper published for the trade—one issue worth more than price of a year's sub'm.

PARKS AND CEMETERIES.

PARK AND CEMETERY, Chicago. Monthly.

PHILATELY.

AMERICAN PHILATELIC MAGAZINE, Omaha, Neb. Monthly. Stamp men like it.

PRINTING INDUSTRIES.

PAPER AND PRESS, Philadelphia, Pa.

The leading technical magazine in the world of its class—endorsed by and circulating exclusively to employing and purchasing printers, lithographers, book binders, blank book makers, manufacturing stationers, engravers, etc., etc. Sample copies and rates on application.

SECRET SOCIETIES.

THE LODGE RECORD, Watertown, New York.

SOCIETY.

THE WAVE, San Francisco, Cal. 13,000 weekly.

SPANISH.

REVISTA POPULAR, established 1883. Largest Spanish circulation in the world. Translations in all languages: 46 Vesey St., N. Y. City.

SUNDAY PAPERS.

ELMIRA, N. Y., TELEGRAM: Circulation over 100,000 copies weekly.

TEXTILE.

TEXTILE WORLD, Boston. Largest rating.

TYPEWRITERS.

PHONOGRAPHIC WORLD, New York City.

WOMEN.

QUEEN OF FASHION, New York City.

Issued monthly. A million copies a year.

THE CITIZEN'S TRACTION CO., OF PITTSBURGH

is considered the finest cable line in the city—annual traffic 1,000,000 passengers outside as shown in picture—long sign, 16 ft. x 12 inches; cable cars run through Pittsburg's streets.

These
cars
run
from
Pittsburg
to
East Liberty
and
the
outside
display
gives
constant
advertising
before
thousands
daily.



For rates address or apply to

CARLETON & KISSAM ..

PSBURG

In addition to the inside privileges we have secured those on the
cab x 24 inches; all signs to be of enameled iron—a constant display



Contracts
made
for one
to five
years.
No such
opportunity
has
occurred
for a
display
in
Pittsburg's
principal
streets
for
years.

**HAMILTON BUILDING, 91 FIFTH AVE., PITTSBURG, PA.
POSTAL TELEGRAPH BUILDING, NEW YORK.**

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Subscription Price: Two Dollars a year. Five Cents a copy; Five Dollars a hundred. No back numbers. After December 31 the subscription price will be increased to Five Dollars a year.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advertising patrons can obtain special terms on application.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$5, or a larger number at same rate.

If any person who has not paid for it is receiving PRINTERS' INK, it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

NEW YORK OFFICES: NO. 10 SPRUCE STREET.

CHICAGO AGENTS,

BENHAM & INGRAHAM, ROOM 24, 145 La Salle St.

LONDON AGENT,

F. W. SEARS, 138 Fleet St.

NEW YORK, OCTOBER 16, 1895.

A GOOD ad first catches attention, then awakens thought and then half the battle is over.

NEWSPAPER men who have been accustomed to write on space do not make good ad writers.

LATEST reports from special and general advertising agents all point one way. The advertising business at the present time is good.

ORIGINALITY should not be too great a consideration with ad writers. The ad that is not original but sells goods is a better ad than one that is intensely original and does not sell goods.

THOSE newspaper publishers who think of contracting for copies of PRINTERS' INK to be sent to a few of their best advertising patrons, are reminded that the subscription price now is \$2 a year, but will be \$5 a year after Dec. 31st.

ARTICLES of about 500 words, relating to advertising subjects, are always desired for PRINTERS' INK. Everything offered is carefully examined. Available articles are promptly paid for on acceptance, and unavailable matter is as promptly returned.

MR. C. E. ELLIS, who represents in New York only eight newspaper establishments, took a single order from a Massachusetts advertiser last week amounting to over \$9,000, every cent's worth of the work to be done in Ellis' papers. This is rather good for a special agent.

PEOPLE are unlike. One style, constantly persisted in, will attract the attention of but one portion of the people. A judicious variation is necessary if all classes are to be influenced.

THE New York *Sun* once asserted that it was, first of all, a religious newspaper, because it "was bound by religious obligations to the truth and its own convictions. It is free," said the editor, "because the truth makes it free. It is independent because its only master is its own conscience."

THE faculty of compressing a whole subject into one pithy, crisp statement is a rare one. PRINTERS' INK would like to receive many such paragraphs for use on the editorial page. It promises an early examination for all submitted, a prompt return for all rejected, and speedy and satisfactory payment for all found available.

AN advertisement is not solely a literary performance. It is not to be judged by literary standards. Its form and substance may be in exact violation of literary rules, but it may be an excellent advertisement withal, because it brings trade. That is the only test. The more trade it brings the better advertisement it is, however unliterary it may appear.

MR. E. T. PERRY, the New York special agent for the Cincinnati *Post*, St. Louis *Chronicle* and Cleveland *Press*, reports that his business for September was a good deal larger than for any other single month since the establishment of his special agency. He has a suspicion that his truth-telling announcements appearing weekly on the last page of PRINTERS' INK may have had something to do with the increase.

THE current issue of the *Keystone* contains a plea for the "education of the public" by advertising jewelers. "The usual method of advertising jewelry," it says, "is founded on the assumption that the public should be kept wholly ignorant in order that the jeweler should be kept wholly prosperous. In pursuance of this plan, jewelry is ticketed with stock terms, which mean nothing to the consumer, and are stumbling blocks to discriminating purchase of precious wares.

THE best advertisement is the one that sells the largest amount of goods to the largest number of people.

THE ad writer's value lies in the fact that he looks at an article in exactly the same way as the public looks at it. The questions that occur to the public in regard to a product occur also to the ad writer, and in answering these questions he makes a good ad—better than the manufacturer of the article, to whom such questions do not present themselves for solution, can do.

THERE have recently come into existence a number of publications devoted to the newspaper interests of certain States. In Missouri there is the *Missouri Editor*, in Nebraska the *Nebraska Editor*, in Kansas the *Newspaper West*. Each of these publications is modeled after PRINTERS' INK in size and make-up. They are entirely local in their news, which probably enhances their value to the eyes for which they are specially intended.

PRINTERS' INK, "The Little Schoolmaster" in the great school of business, is indispensable to every man or woman, boy or girl, who would achieve success in life. Every thorough business man—no matter what may be his line—whether he is a pedler or a merchant prince, a small shopkeeper or a Napoleon of finance, is an educated man in his special line. Ordinarily it takes the greater part of a lifetime to become a thorough business man, and to achieve success. For want of proper training many men never achieve success. Business is a science as well as an art; it involves a close study of human nature as well as a thorough knowledge of commodities, their values, and the best means of purchasing and disposing of them. PRINTERS' INK is a school of business in which the principles of the science and the rules governing the art are taught by objective lessons and inductive methods. Weekly illustrated lectures from a host of masters gathered from the civilized world. Don't be jostled and crushed by the crowd at the foot of the hill, while there is "Plenty of room at the top." Subscribe for PRINTERS' INK, and learn more about business and business methods in one year than you could learn in twenty years without it.—B. S. Clarke, Austin, Texas.

SIMPLY stating that your article is good, or better, or best, without giving any facts to substantiate your claims, is not apt to convince people. Such advertising is not suited to a skeptical age.

A CONTRIBUTOR to *The Editor* sends that publication copies of three jokes of his recently accepted by *Puck*. For two of them he received \$2 each; for the third, 50 cents. He plaintively asks what constitutes the difference between the commercial value of these jokes. Mr. Bunner would probably be unable to give an explanation, save that those were the respective valuations he placed upon them. A uniform rate for all jokes is apt to be more satisfactory to both contributor and editor. PRINTERS' INK pays fifty cents apiece for jokes relating in some manner to the advertising world. They must be funny on account of the humor contained in them, not on account of the humor they lack.

REFERRING to the recent award of the contract for printing election notices, by the Police Commissioners of New York City, the *Herald* says editorially: "It is to be assumed, of course, that the figures offered by the successful bidders represent their own estimate of the value of their advertising space. But," continues the *Herald*, "can the matter be settled 'in a business-like way' by giving the printing to the lowest bidders?" And then the *Herald* adds, "The value of a paper depends upon the extent and character of its circulation and the volume and quality of advertising." The bids were as follows:

	Per Equivalent 1,000 per ems. Agate Line.
<i>Herald</i>	15.50 .50
<i>World</i>	10.50 .30
<i>News</i>	6.40 .20
<i>Press</i>	5.85 .1887
<i>Evening Post</i>	4.65 .15
<i>Morning Advertiser</i>	4.20 .1275
<i>Recorder</i>	2.80 .09
<i>Mail and Express</i>	2.66 .085
<i>Mercury</i>	2.56 .08
<i>Tribune</i>90 .0185

The *Tribune* and *Mercury* were selected by the Police Board: and PRINTERS' INK is of opinion that whatever may be generally true of such a method of awarding such a contract, the result in this case was both wise and fortunate, and that Commissioner Roosevelt has a great big head.

GOOD THINGS POORLY DONE.

AN OBJECT LESSON IN ADVERTISING.

How often we see really good advertisements—advertisements full of originality and brainy thoughts—that contain faults so glaring as to entirely kill the pulling power they should have possessed.

When a man expends sixty cents a line or more for his publicity, too much care and thought cannot be given to the construction of his ads; and, above all, honesty and frankness should be the foundation on which the announcements are constructed. "Trick" advertising is an expensive and a dangerous thing, and, unless you are doing "one night stands" in the business world, I would most earnestly advise you never to resort to its use. By way of example, let us take this ad, clipped from a New York newspaper:



It's a dainty little desk; just the kind a woman will promptly fall in love with. And she of moderate means sets her heart on it, and rushes down to the store expecting to purchase it for eight dollars. She is shown a desk of entirely different shape from the one advertised, and not nearly as pretty. The affable clerk points out to her that they did not advertise the desk shown in the cut for eight dollars, and that they specially said, "many styles as low as eight dollars," which, of course, as the clerk explains to her, any child would understand to mean a style different from the style shown in the illustration. The woman goes away feeling very "small," and carries away with her a most unfavorable impression of the store.

On the other hand, people who could

afford to buy a desk such as shown in the picture (which is probably worth twenty dollars) are frightened away by the low figure that is apparently quoted, as they would not have such a cheap desk in their house. Thus the merchant loses both classes of trade; whereas, had he boldly quoted the price of the identical desk shown in the illustration, and had, on some other day, published a cut of the eight-dollar desk, he would have secured good returns from both ads.

It was such advertising as this that originated the "advertising don't pay" expression.

* * *

There's another curious thing about advertising; whenever a man "conveys" his ideas from another's ad, he usually makes a mess of the whole thing and dishes it up in such a mangled form that the originator would never recognize his handiwork.

A Pointer in Shoes

We've got the newest Fall Shoe
for men on sale to-morrow. Finest
cal-satin sole—too a little
rounder than it has been—and it's

\$5.00

MADE IN AMERICA



"To a Point to Fit Feet."

This ad appeared in a Philadelphia daily and is a direct steal from one of Rogers, Peet & Co.'s clever creations. Not only does the pointer look thoroughly forlorn and half starved; but had he been larger, or at the head of the column, instead of trotting along all by himself off in the far corner of the ad, the point would have been stronger, and it might indeed have been afeat to fit all the feet that walked in in response to the ad.

* * *

FAR VIEW HOUSE, now open; cap. 130; san. plumb., pure spring water on every floor; fin't v'ws; farm con.; circular. Adam Transue, Prop., John W. Allen, Manager.

I would hesitate before going to this hotel, even if it has "san. plumb., fin't v'ws and farm con.;" for the "prop." seems to have such a confirmed habit of cutting everything short, who knows but the culinary department is run on the same abbreviated plan?

One more line added to the ad would have enabled the constructor to have stretched the words out to their normal length. The result would have been

a convincing and readable card. As it is, four lines of good newspaper space is being wasted.

* * *

None of us are perfect, and these illustrations are not given in the spirit of criticism, but are reproduced in order that you may avoid making costly mistakes in your advertising. One of the objects of the "Little Schoolmaster" is to help you learn by other people's experience; and, judging from its meaty pages and the large circulation it has attained, it is succeeding admirably well in its mission.

W. CHANDLER STEWART.



FEMININITY AS AN ADVERTISING FORCE.

By Joel Benton.

A. T. Stewart showed remarkable prescience, as well as a keen knowledge of human nature, when he selected his line of business. Intuitively, perhaps, he saw the tremendous force of woman in society and trade. He took into his perspective the multitude of her wants, her passion for beauty and adornment, her love of luxuries, her loyal conformity to fashion's—which is really trade's—mandate. And he knew that the husbands, fathers, brothers, and those "dearer than brothers," would toil and make sacrifices to supply her with the utmost that fancy or whim might suggest. This was as true a reading of human nature, in a practical way, as can easily be instanced. "Get the women on your side and your cause will prosper" is what it teaches us.

One of the ways to use the influence of femininity to catch dollars and draw attention has lately had a wide illustration throughout the country, journalistically, in the exploited "Woman's Editions" of certain daily papers. It is true the money result of this sporadic performance was given over, usually, if not invariably, to some philanthropic or religious cause; but the scheme has been supposed to pay, even in this way. The advertising beforehand of the famous edition that is to come out, the enlarged size of it, making the paper go where it was never heard of before, the prettying of it, perhaps, by pictures, the adroit and irresistible button-holing of old and new advertisers (particularly the new ones) by the indefatigable and seductive feminine solicitor was, taken altogether,

putting a sort of Niagara Falls power upon the journal. As a tooting of the proprietor's horn it was, and will be, perhaps, while it is still a novelty, a great success. The whole community went through a regular "shake-up" on account of it, and it is possible that the editor up the street who characterized his contemporary's enterprise as "sickish and frivolous" was only secretly "kicking himself" because he had not first thought of the idea.

I have seen it stated that this plan has now been transferred to a street railroad in some town, which for one day was set apart to the management of the ladies. The conductors and drivers of the cars were women—though it is not said whether the women were to get up and give the men, when they came in, their seats, while they hung on to the straps.

What else there is that will adapt itself to woman's control for a day is yet to be determined. It will not be a political convention, I suppose, and yet it is strange that Mrs. Stanton and Miss Anthony have not tried to secure the permissible experiment when they so much desire the permanent and obligatory one.

Femininity, in an advertising way, is also to be seen in that lately overaccented feature of certain dailies known as the "Woman's Page." Sometimes this is carried almost to the stage of delirious grotesqueness; but it is a feature that must be reckoned profitable to the journal adopting it, or there would not be the strenuous insistence which some papers put upon the perfection of their own particular catering of this sort.

No doubt the charmingness and modern prominence of woman, now that she is so far removed from her Oriental status, will bring her more and more into business as a potent force. We all know when the pretty girls take the two old gray-haired deacons' places in passing the contribution boxes around in church that we shall not dare to put in the intended dime or nickel (which is hardly to be spared), but we must give a smile to them and a good-bye to an even dollar.

◆◆◆

ADVERTISING saves time—hence lengthens life. The buyer is saved searching for what he wants, the seller finds the quickest market for his goods. The human mind needs the stimulus of the suggestion contained in effective advertising.—*Turn To.*

MAIL ORDER BUSINESS.

PHILADELPHIA, Oct. 5, 1895.

Editor of PRINTERS' INK:

Will you let me say that I found the recent article from the pen of J. Angus MacDonald, relative to the mail order business, very interesting? The mail order department of the great dry goods business Messrs. Strawbridge & Clothier have built up in my especial pet. It has grown to really wonderful proportions. At the present time there are no less than a hundred thousand names of actual purchasers on the books, and the judicious use of printers' ink brought them all. Hundreds of post-offices are represented.

A little less than a year ago I commenced using weekly religious publications and a few periodicals, in a small way—forty or fifty lines in each issue—advertising staple articles, the value of which is known to every thrifty housekeeper, and which our buyers secured at figures that enabled us to make a very attractive price and yet pay the postage or express charges. The responses were immediate and generous. Each month since the receipts of the mail order department have taken a decided step upward.

Probably the most successful ad during the past summer was the following:

STRAWBRIDGE & CLOTHIER,
DRY GOODS. Philadelphia.

Percale Shirt Waists

With Laundered Collar and Cuffs,

60 Cents.

Postage Prepaid.



Stylishly cut, with extra full sleeves, double yoke back, means strong, sewed and collar and cuffs perfectly laundered.

This is a choice collection of pretty black, blue, pink, lavender, and brown, figures and stripes on light grounds.

Purchasers are requested to return any waists that should not be satisfactory. Money will be promptly refunded.

All sizes, from 32 to 44 inches bust measure are included.

A single insertion in the *Youth's Companion* alone sold nearly 2,500 of the waists.

I am a great believer in special offerings to the mail order trade, and am convinced that if buyers are fairly treated—if they get all the advertisement promises to give them—they surely will become permanent customers. Of course, they must frequently be "touched up" with some sort of printed matter—the more attractive and artistic the better. The system of catalogue advertising in vogue here is, I believe, unique. Instead of using a book in which every department is represented, an attractive booklet or folder is provided for each department. A competent artist is constantly engaged in preparing wash and line drawings of seasonable goods—omitting dress fabrics, because the stocks change so rapidly that a catalogue would

scarcely be safe. The booklets are of a glazed, eighty to a hundred pound, paper. Soft shades of ink—which admirably bring up the texture—are used, and the printing is done right here on our own presses, under my supervision, thus reducing the cost to a minimum. After a brief introductory, no "literary" effort is made. Generally there is but one cut to a page. The description of the article and the prices are in few words and small type. Twenty to twenty-five thousand of each issue are sent out to a selected list, and to any one writing for a catalogue. We have found this method to be productive of excellent results. I should be glad to send copies of the booklets to any advertiser desiring them.

I do not believe the mail order business is bounded by limitations. With patience and the wise expenditure of money, I fail to see why people in almost every county and township of the country could not be induced to buy largely from houses in Philadelphia, New York, or any other city where merchants are progressive and fearless enough to take the first step—the expenditure of considerable money for publicity.

I think Mr. MacDonald's system is a good one, and he is deserving of the unbounded success with which I am sure he will meet.

CHAR. J. SHEAREK,

Adv. Mgr. for Strawbridge & Clothier.

♦♦♦
SOME BOSTON MATTERS.

BOSTON, Oct. 7, 1895.

Editor of PRINTERS' INK:

Elias Home, of Court street, the first man to buy up old violins in Europe for his trade, uses a cut in his ads of a long-haired virtuoso using a hand saw to play on a violin. "Sawing out a tune on a fiddle," I presume, is the joke.

The big department stores are advertising sheet music, running to popular pieces at present, and, though regular music dealers complain, I do not believe they will ever do more than lap a little of the regular dealers' cream.

I noticed a neat card in a piano dealer's window some time since; it read:

SEVENTEEN CENTS A DAY,

\$1.19 A WEEK,

\$5.00 A MONTH,

WILL BUY A PIANO.

Moral: Smoke two cigars less each day.

E. L. SMITH.

♦♦♦ CEASED ADVERTISING.

CLEVELAND, Ohio, October 2, 1895.

Editor of PRINTERS' INK:

The other evening I stepped into a drug store and drifted into a conversation with the clerk, who is a warm admirer of the advertiser, for he says: "When a thing is properly advertised it requires no talk to convince a person it is a good article." Pointing to a lot of tooth powder which lay on the show case, he said: "That powder, one year ago, was the best seller on the market; to-day you can't sell it, though it is the same powder. The result is, I have marked it down." When asked what he attributed it to, he replied: "Simply because it is not advertised. It is invariably the case that as soon as the manufacturers cease advertising, sales fall off."

BEN F. CORDAY.

WINDY CITY NOTES.

CHICAGO, Oct. 2, 1895.

Editor of PRINTERS' INK:

Marshall Field & Co. advertise "ready to wear" clothes. The phrase is an improvement over "custom made" and "ready made."

An epidemic of advertising has broken out among the saloon keepers here, but they mostly confine themselves to plastering the fronts of their respective "places" with huge signs, etc. One reads: "100,000 men wanted to unload schooners." Everything from a "prairie oyster" to a ticket in a drawing for a grand piano is advertised to be given with a drink.

Some time ago the *Tribune* offered to give bicycles for 1,000 and 2,000 headings from each of their Sunday and daily editions, dated during August and September. Immediately ads appeared in the "Personals" from "orphans out of health" and "little girls," asking charitably inclined individuals to send their headings.

To the following question the editor of the *Post* answers:

Certainly.

CHICAGO, Sept. 26.—Editor of the *Evening Post*: Please inform the writer whether one should obtain the consent of the heirs of a person deceased in order to use photograph for advertisement?—IGNORANCE.

C. JEVERN.

CASTORIA AND THE OAKLAND "LEADER."

OAKLAND, Illinois, Oct. 3, 1895.

Editor of PRINTERS' INK:

In reply to the inquiry about Castoria ad being lifted two times by this newspaper, we wish to say that if it occurred three times it is beyond our knowledge. In June this year, when our attention was called to the fact that it had been done, we were not aware of it; and when upon asking the foreman he stated that he lifted the ad to make room for a home ad twice. For this he was given a discharge.

Mr. Zarley, our pressman, only remembers of the affair happening but twice. He is not now in our employ, having left us two weeks ago.

That we are in the habit of doing this we deny. It was done WITHOUT OUR KNOWLEDGE. We have published a newspaper for twenty years and have an established reputation for doing the square thing with everybody.

We have written, previous to this, a letter to the Castoria people. They owe us for over fourteen months' advertising. We have billed them three times. We deducted these two wrong insertions, or rather charged them nothing. They owe us clearly for one year's good, honest work, yet they refuse to pay the bill.

J. S. YEARGIN & SON.

IT'S MIGHTY.

CODMAN BUILDING,
BOSTON, Mass., Oct. 3, 1895.

Editor of PRINTERS' INK:

PRINTERS' INK, it seems to me, may be likened unto the mighty Mississippi, which drains a continent and nourishes a thousand towns and cities by its flood.

PRINTERS' INK absorbs the experiences of advertisers all over the country, and pours forth the accumulation in a steady flow for the enriching of all who desire to benefit by it.

E. L. SMITH.

BUFFALO ADVERTISING BLOSSOMS.

BUFFALO, N. Y., Oct. 1, 1895.

Editor of PRINTERS' INK:

A bold stroke in advertising was made by Mme. May, a beautifier, who, with her maid and manager, have engaged a suite of four parlors at the Genesee. On arrival, last week, anonymous notes were sent to the dailies stating that the madam had been poisoned. It resulted in creating the desired sensation, and the papers are full of item concerning her rapid recovery and marvelous magic in transforming wrinkles into smiles.

The *Times* has ordered a sort of a "bike" for its suburban deliveries, which will make an excellent advertisement, and, at the same time, effect a big saving in its distributing department. In front the little machine is geared like a bicycle, while over the two rear wheels, which resemble a tricycle, is mounted a box holding about 5,000 papers, and it is claimed, with a boy to propel the pedals, one of these contrivances is capable of doing the work of three ordinary delivery wagons or carts. They are highly ornamental, finely finished, with gilded railing around the top and gold signs on the sides, costing \$175 each.

Last week Rice's "149" opera company visited us, and this astute manager successfully placed on the streets a perambulating advertisement that evades the ordinances prohibiting "sandwich" men. He dressed up gorgeously two supernumeraries exactly alike, and put one behind the other a few paces, and in meeting them on the sidewalks, unless one had retired early the night before, would instinctively think they saw double and turn round to see, only to read on the back of the first "14" and his trailer "92."

The substitution of an inferior article, or one costing less than that called for, is a mean imposition practiced by some merchants, and it has often been alleged that druggists were the greatest offenders in this way, offering something "that is just as good" for the widely advertised. I had an experience to-day that makes me think they are, as a class, unjustly accused. Wishing to purchase a box of those that one gives relief, I had to go to three different drug stores before I could find Ripans Tabules, the two first being just out, and what surprised me was, neither of them offered or suggested a substitute.

A so far successful dry goods firm who takes less space in the papers than their competitors, make constant use of this phrase: "Economy in advertising enables us to make our prices lower than elsewhere." This is varied sometimes with: "Our low prices do not require much newspaper advertising."

MARGIE BOWMAN.

AN APPROPRIATE NAME.

Editor of PRINTERS' INK:

I think this is a very appropriate name for

**GETZ-THERE
ROACH AND BUG
EXTERMINATOR.**

such an article, if it is a good one.

OBSERVER.

FOREIGNERS' ENGLISH.

The oddities of foreigners who advertise in English, not exactly "as she is spoke," have frequently called up a smile. Here is a specimen of a genuine hotel advertisement of some fifty years ago: "Mr. Dewit in the Golden Apple art of the Bruges Gate at Ghent, has the honour to prevent the Persons who would come at his house, that they should find there always good and spacious Lodging, a table served at their taste, Wine, of any quality, &c. Besides he hires horses and chaises, which shall be of a great convenience for the Traveller. The Bark of Bruges depart and arrives every day before his door. He dares flatter himself that they shall be satisfied, as well with the cheapness of the price as with the care such an establishment requires."

As another specimen of foreigners' English take the following playbill of an English entertainment in Paris in 1850: "A Grand Entertainment Concert and Ball will be given at Monsieur Lemer pres du Port de Charenton, No. 5. To open with the favourite comic song called the mill after witch will be given a part of Macbeth a song and a Resitation after witch a favourite hornpipe. A gentleman a performer in provencal parts will appear in imitations of the great English actors from Paris, afterwards the prinsopal parts of Douglas or the noble shepard after witch a grand terific combat then to be given a Resitation, comic duet, songs, &c., the whole to conclude with a Ball. Music is provided. Enteorne at ½ past 6 to begin at past 7. Tickets to be had of Mr. Joseph Turner, James Riley, John Liwois, or at che wouse."—*Chambers' Journal*.

GREAT oaks from little acorns grow,
And great results from small ads flow.

AN AD OF THE FIRST STEAMBOAT.

Among the curiosities of advertising may surely be placed the first advertisement of the first steamer that plied for hire in Great Britain—namely, Henry Bell's Comet. Thus ran the advertisement in the Glasgow *Courier* of 1812: "Steam Passage Boat, the Comet, between Glasgow, Greenock and Helensburgh. For Passengers only. The subscriber having at much expense fitted up a handsome vessel to ply upon the river Clyde between Glasgow and Greenock—to sail by the Power of Wind, Air and Steam, he intends that the vessel shall leave the Broomielaw on Tuesdays, Thursdays and Saturdays about Mid-day, or at such time thereafter as may answer from the state of the tide, and to leave Greenock on Mondays, Wednesdays and Fridays in the morning to suit the tide. The elegance, comfort, safety and speed of this vessel require only to be proved to meet the approbation of the Public; and the Proprietor is determined to do everything in his power to merit public encouragement. The terms are for the present—4 shillings for the best cabin and 3 shillings for the second; but beyond these rates nothing is to be allowed to servants or any other person employed about the vessel."

What would poor neglected Henry Bell have said could he have seen his humble little Comet, of whose elegance, comfort and speed he was so proud, alongside a modern Cunarder or one of the latest palatial river-steamers of the Clyde or Thames, all so well advertised?—*Chambers' Journal*.

AN advertisement that does not create comment or excite interest amongst those for whom it is intended, is not a good investment in an advertising sense.—*Toronto Evening Telegram*.

There's Money in The Press

"The Press, the most widely circulated Republican newspaper." — *N. Y. Evening Post*, Aug. 2, 1888.

The New York Press

is the standard by which other papers are rated.

THE clothing dealer's advertisement, like all others, should be clothed in good language.

NO MAN who advertises for any object other than to benefit himself is advertising at all.—*Grocery World.*

Displayed Advertisements

50 cents a line, \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

WISCONSIN AGRICULTURIST,
RACINE, WIS.

STAMPS FOR COLLECTIONS—Send for lists. E. T. PARKER, Bethlehem, Pa.

THE WAVE, San Francisco, Cal., the leading Pacific Coast society, literary and political weekly. E. KATZ, 186-187 World Bldg., New York, N. Y., sole agent. **13,000** weekly guaranteed.

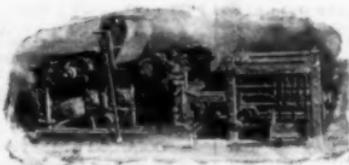
Stereotype, Linotype and Electrotype metals; copper anodes; zinc plates for etching. **MERCHANT & CO., Inc.**, 517 Arch St., Philadelphia, Pa.

4 YEARS OLD. **8 THOUSAND CIRCULATION.**

THE RECORD OF
BRIDGEPORT'S ONLY MORNING PAPER.
THE MORNING UNION.
BRIDGEPORT, CONN.
..RATES ARE LOW..

A SMALL MAN, A BIG BOY AND

THE NEW



MODEL WEB

A Triple Alliance that will produce 12,000 to 14,000 papers per hour.
Chicago. CAMPBELL PRINTING PRESS & MFG. CO., New York.

How to insure a pleasant and profitable visit
for your solicitor when he calls on an advertiser.

Make your paper known to the advertiser beforehand by conspicuous announcements in Printers' Ink, the journal that all advertisers read.

As constant dropping wears away a stone so will regular repetitions of terse statements concerning the merits of your paper eventually cause its name to be engraved upon the advertiser's mind.

The advertiser who has the name of your paper engraved on his mind will greet your canvasser with friendliness and good will.

WE OFFER YOU PROFITABLE PUBLICITY.
ADDRESS PRINTERS' INK, 10 SPRUCE ST., N. Y.

It Leads Them All...

"The Daily Republican's" Circulation is from Four to Five Hundred Copies more per day than any other Daily Paper published in Bucks County, Pa.

The publishers of Rowell's "American Newspaper Directory," in sending out the Directory for this year, say of THE DAILY REPUBLICAN, that it has

"A Higher Rating than any other Daily Published in the County."

The medium for Advertisers, sure. Weekly edition issued in connection with the Daily. For Rates, address

**REPUBLICAN PRINTING CO.,
DOYLESTOWN, PA.**

Unless

I'm vastly mistaken, 'twill pay you to get **The Century Magazine** for October, '95, and examine the Advertisement on the northeast corner of its page 64.

Perhaps I should add: providing you make or sell anything not likely to suffer from being better known.

ADVERTISERS

Invariably get good returns from a good advertisement advertising good goods, for which there is a demand, judiciously inserted in the

Agricultural Epitomist

Indianapolis, Ind.

Send for sample copy and card of advertising rates.

"The Co-ops" Selected Lists

(PERIODICAL MAGAZINES PUBLISHED FOR LAWYERS BY THE LAWYERS' CO-OPERATIVE PUBLISHING COMPANY, ROCHESTER, N. Y.)

They reach all the best lawyers in the United States. They are all old and well-established magazines. Rowell will guarantee a yearly aggregate circulation of over

200,000

For particulars, terms and sample numbers, address the Advertising Manager.

RIPANS TABULES

Mr. W. C. Lewis, who is connected with the artistic advertising department of the *Youth's Companion*, and resides at 33 Dwight Street, Boston, relates that he had his attention called to Ripans Tabules by a business acquaintance, who expressed a high opinion of them. Mr. Lewis was a good deal troubled with what he describes as a nervous, bilious condition that appeared to be brought on from time to time by high pressure work or special mental activity or excitement, such as would be common at periods of unusual nervous tension. It has become his practice at such times to take a Tabule—just one—at the moment that he observes the difficulty approaching. It makes no difference when it is. A favorable result is invariably apparent within twenty minutes. The only noticeable effect is that he feels all right in twenty minutes if he takes the Tabule; while if he does not the nervous, uncomfortable feeling intensifies and leads to a bad afternoon and tired evening. He carries one of the little vials with him all the time now, but doesn't have occasion to apply to it anything like as often as he did at first. Nowadays there are frequent periods of from a week to ten days or even two weeks during which he finds that he has no occasion whatever to make use of the Tabules, but still carries them in his pocket, just the same, so that they may be ready if an occasion for their use occurs.

Ripans Tabules are sold by druggists, or by mail if the price (50 cents a box) is sent to The Ripans Chemical Company, No. 10 Spruce St., New York. Sample vial, 10 cents.

The Clouds Drop Fatness

**The
Dull
Times
Are Over.**

The National Tribune Pays.

That is why the best advertisers have used it for years.

Over 100,000 every issue.

No live business man will fail to advertise this fall.

Address **THE NATIONAL TRIBUNE,**
Washington, D. C.
Or BYRON ANDREWS,
Manager Branch Office,
World Bldg., New York City.

To some advertisers it seems strange that they should pay me to put their advertisement in type and furnish an electro when the papers which get the order will do it for nothing.

But this is one instance where paying for something you can get done for nothing does prove profitable.

The advertisements that I put in type will stand out over the heads of others in any company.

I know just enough more about the printing business than the other fellow does to make it to your advantage to come to me.

No matter who writes your advertisements, booklets or circulars, it will pay you to have me do the printing.

What do you think of the typesetting in the ads in PRINTERS' INK?

Compare them with your own in the local paper. Write to me about it.

Address WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce street, New York.

..You Have Noticed..

what our clients have to say
respecting

HARRISBURG — — TELEGRAM.

Are you content? If not will publish more testimonials or prove by letter to your ENTIRE SATISFACTION, the relative value of our advertising columns. For further information write

C. E. ELLIS,
Manager Eastern Office,

517-518 Temple Court, New York.

9 Out of 10 Times

The advertiser who will use but one evening paper in Kansas City will, nine times out of ten, act wisely in selecting THE WORLD. Representative Houses in all lines of business are its largest advertisers. No other paper in Kansas City carries as many columns of daily advertising. No other paper rivals in fetching results. That's why people say that

IF YOU PUT IT IN THE WORLD IT WINS.

CHICAGO OFFICE:
502 Chamber of Commerce.

NEW YORK OFFICE:
12, 13, 14 Tribune Building.

A. Frank Richardson, Special Rep.

THE WORLD,
L. V. ASHBAUGH, Manager.
KANSAS CITY, MO.

The....

Great Northwest

is the granary of America. The farmers have sold their grain and have money in bank. There is prosperity in the land.

The Northwest Magazine,

published at St. Paul, circulates throughout the entire Northwest and goes into

30,000 HOMES MONTHLY.

It is a standard publication and pays advertisers. For rates and sample copies write to

W. H. ENGLAND, Special Agent,
842 & 844 Broadway, New York.

TRUTH'S STATE



BRIGHTEST
TRUTH
WEEKLIES

Stop
and
Consider



QUALITY
QUANTITY

Are you paying \$1.00 a line?
Are you paying .75 a line?
Are you paying .50 a line?
TRUTH'S rate is 50 CENTS a line
Yearly contracts 40 CENTS a line

BETTER VALUE than you can obtain in any other medium
ADDRESS H. C. BURDICK DO YOU DOUBT IT?
PUBLISHER OF TRUTH LET ME ENLIGHTEN YOU.
203 BROADWAY NEW YORK FACTS FOR THE ASKING

Brightest of Weeklies

OVERLAND...

...MONTHLY

A
 Money 
 Maker

For advertisers who desire to reach buyers west of the Rocky Mountains.

MORRISON

MORRISON

MORRISON

Eastern Agent,

Temple Court,
New York.

Boyce Building,
Chicago.

Woodward's

. . . Monthly,

The well-known household magazine, has a circulation of . . .

40,000

That should be a sufficient hint to advertisers. For rates and sample copies, write to

W. H. ENGLAND,
842-844 Broadway,
NEW YORK.

PAPERS THAT PLEASE, PAY.

Womankind.

Every number of WOMANKIND grows better. Every number brings more subscribers, more advertising and better results to advertisers.

Why?

Because it's the kind of a paper the busy housewife and the mother wants. It appeals to people in a peculiar way.

It Pays Advertisers.

.....

The Hosterman Publishing Co.,

SPRINGFIELD, OHIO.

The great Thanksgiving Number will close October 15. Get in it and have reason for thankfulness.

A Successful Advertiser

said in an interview published in PRINTERS' INK, issue September 25, 1895:

"We have but one thing to sell, and it commands \$25, with no possible discount, therefore we must go no lower than people of at least moderate means. Our preference is the religious periodical press. Then come the substantial monthlies. . . . But our first choice is the solid old religious weeklies of largest circulation."

The Eight Business Bringers.

The Sunday School Times, age, 37 yrs.
 Lutheran Observer, age, 68 years.
 Presbyterian Journal, age, 19 years.
 Ref'd Church Messenger, age, 62 yrs.
 Episcopal Recorder, age, 74 years.
 Lutheran, age, 33 years.
 Christian Instructor, age, 51 years.
 Christian Recorder, age, 42 years.

**220,000
Actual Subscribers**

**1,000,000
Actual Readers**

Write to us for fuller particulars about these papers.

The Religious Press Association, Philadelphia.

Ohio is prosperous. Dayton, one of its most enterprising cities. Its population is a reading and a buying one—the former because, as a whole, the inhabitants are well educated—and the latter for the reason that they make good wages. An article of merit destined for family consumption can be profitably advertised through the

Morning Times, D.,	4,500
Evening News, D.,	9,500
Weekly Times-News, W.,	4,500

the leading home newspapers in that city. Long established, clean, up-to-date family papers.

Information as to advertising of

H. D. La Coste,
 38 Park Row,
 New York.

Special
 Newspaper
 Representative.

A Paper With a Local Circulation

GREATER THAN THAT OF ANY OTHER
MT. PLEASANT PAPER.

The Evening Review

THE LEADING AFTERNOON DAILY IN
HENRY COUNTY. TAKES A WIRE REPORT AND
BELONGS TO THE ASSOCIATED PRESS.

It is a paper published for the people now on
earth—to read and advertise in.

Rates gladly furnished on application.

IOWA HAS CROPS,
CROPS MEAN MONEY TO
THOSE WHO ADVERTISE.

FRANK LEAKE, Mgr.,
Mt. Pleasant, Iowa.



The only ILLUSTRATED MAGAZINE
of the RAILROAD BROTHERHOODS.

Reciprocity of Patronage...

is only true with the Locomotive Firemen's Magazine—where the readers are the owners. The patronage of the advertisers insures the return patronage of the readers—who are the joint owners. The intrinsic reading value is correspondingly enhanced. A trial ad proves all this. Now is the best time to make it.

For Rates

W. N. GATES, Manager Advertising,
29 EUCLID AVENUE, CLEVELAND, O.

N. B.—Send for Booklet Free on "BROTHERHOODS."

C. P. Huntington

once said about railroads what many large advertisers feel about newspapers—

**"I Like
A Proposition
That Pays."**

And that is exactly what we offer in selling advertising space. We can meet the proposition. It is a well-known fact that the

Portland Oregonian Always Pays

That's one reason why it has so many friends and is so promptly and universally admitted to be the great representative paper of the Northwest Pacific Coast.

Shall we submit estimates on your next advertising scheme to cover this rich territory?

OREGONIAN PUBLISHING COMPANY,

H. W. SCOTT, Editor.

H. L. PITTOCK, Treas. and Manager.



S. C. BECKWITH,

Sole Agent for Foreign Advertising,

TRIBUNE BUILDING, NEW YORK.

THE ROOKERY, CHICAGO.

It's not what you say— But the way you say it.



"Printers' Ink" would not hold all that could be said in favor of the PHILADELPHIA ITEM as an advertising medium. The fact that THE ITEM has 190,000 circulation every day and is the **leading paper** in Pennsylvania is sufficient for you to judge of its rare qualities.

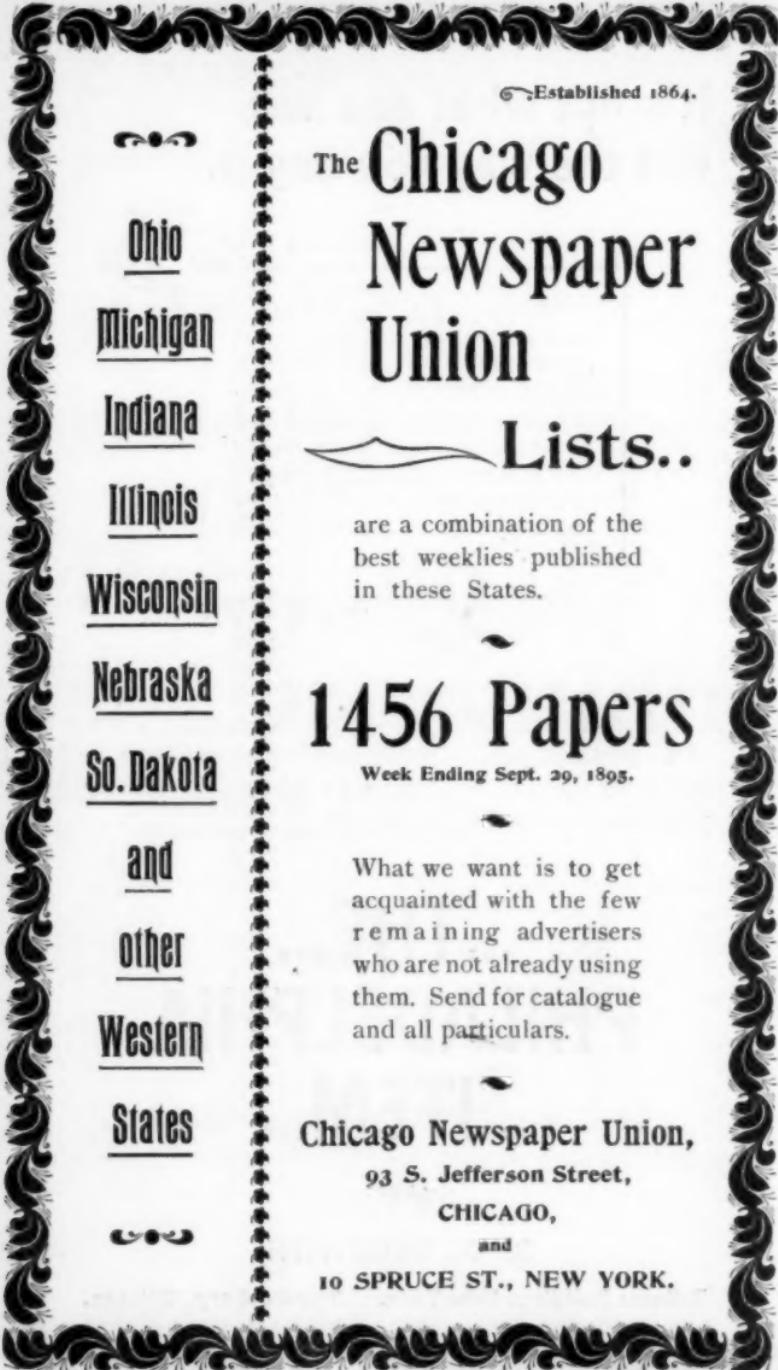
Consult me. Call, write or telegraph. I am sole agent and years of experience enable me to state positively that you will make no mistake in placing your ads with me for insertion in

...THE... PHILADELPHIA ITEM...



S. C. BECKWITH,

Tribune Building, New York. The Rookery, Chicago.



Established 1864.

—
Ohio
Michigan
Indiana
Illinois
Wisconsin
Nebraska
So. Dakota
and
other
Western
States
—

The Chicago Newspaper Union Lists..

are a combination of the
best weeklies published
in these States.

1456 Papers

Week Ending Sept. 29, 1895.

What we want is to get
acquainted with the few
remaining advertisers
who are not already using
them. Send for catalogue
and all particulars.

Chicago Newspaper Union,
93 S. Jefferson Street,
CHICAGO,
and
10 SPRUCE ST., NEW YORK.

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Advertisers everywhere are invited to send matter for criticism; to propound problems and to offer suggestions for the betterment of this department. Anything pertaining to advertising will be criticized freely, frankly and fairly. Send your newspaper ads, circulars, booklets, novelties, catalogs. Tell me your advertising troubles—perhaps I can lighten them.

ADVERTISING IN GENERAL.

In Addison Archer's interview with Mr. Kissam, recently, there is a statement which may well furnish food for thought. Mr. Kissam says, that to get the total circulation which his system of street car advertising furnishes to an advertiser it is necessary to multiply the number of cars (9,000) by the average number of people who ride in each car each day (6,000). This gives a total of 54,000,000. Now, no one card has that circulation. I doubt if any one card has one-half that circulation; but I think that one-fourth or one-sixth would be very much nearer the mark.

When a man sits down in a car, he sees the three or four cards that are exactly opposite to him. Supposing he is in the middle of the car, the cards at each end, on the opposite side, are at such an angle that they are difficult to read. Those directly across from him stare him in the face, and the chances are that he will see them. Those that are above his head, on his own side of the car, will not be seen at all. This of itself cuts the circulation in two in the middle.

Then, take away the proportion of cards in the rack facing him, that he cannot see without making considerable effort, and you will find the circulation cut in two again.

I am not saying this for the purpose of disparaging street car advertising, but merely for the sake of putting it on a fair basis for comparison with newspaper advertising. A good sized ad in a good paper is almost sure to be seen by every reader of that paper. There is at least a very probable possibility that it will be seen. There is nothing to prevent its being seen, as there is with half of the street car cards. I believe that a good sized ad in a good paper has as much chance of being seen by everybody as any given street car card has of being seen by all of the people who sit on the opposite side to it during the day.

This may sound a little bit mixed, but I will make a diagram of it for anybody who doesn't understand it.

* *

I am publishing this letter because it praises PRINTERS' INK.

JOHN W. BUCKMASTER
Proprietor of the
Inter-State Advertising Co.
NORTH ATTLEBORO, Mass., Sept. 27, '95.]
Mr. Chas. Austin Bates, Esq.:

DEAR SIR—I read with much interest each week your department in that most valuable compendium for advertisers, PRINTERS' INK. I am constantly making practical application of many of your valuable ideas, as well as of those of others, contained in that bright publication.

I send you by express a few samples of my advertising cards.

I have long held that any good business could be almost indefinitely expanded by judicious advertising, and I am glad to see that you are doing so much to rightly inculcate this idea among business men at large. I advertise my own business of street car advertising in several ways. As I carry chiefly local advertising—that is from Providence, Pawtucket, and the Attleboros—with some foreign advertising, I advertise in the local papers, in my cars, and by means of circulars, calendars, blotters, etc.

I am a firm believer in the value of good, catchy phrases and use the idea whenever I can.

Yours very truly,

JOHN W. BUCKMASTER.

* *

THE TRAVELERS' INSURANCE CO.
HARTFORD, Conn., Sept. 20, 1895.
Mr. Charles A. Bates, care of Printers' Ink, New York:

DEAR SIR—I notice in the last number of PRINTERS' INK that you copy an advertisement of the Standard Electric Co., beginning, "The End of a Contract." It is a very fair ad, but is borrowed—and I think myself (perhaps naturally) spoiled in the borrowing—from an ad I wrote and the company published some two years ago, and have frequently used since. I inclose a copy of it, and you can find it in the *Atlantic, Century, Harper's, Babyhood*, and elsewhere, and I also send you the last number of our own paper, with a marked article showing that it excited great admiration on the Pacific Coast.

Of course, I am not going to "kick" over so small a matter as somebody else stealing our ideas. They do it constantly, but I merely wish to assert, mildly but firmly, that they are stolen in this case.

Very truly yours, FORREST MORGAN.

Mr. Morgan is exciting himself unduly. The ad which he wrote begins,

"The latter end of a contract is vastly more important than the front end." The ad of the Standard Electric Co. begins, "The end of a contract, like the end of a wasp, merits respectful consideration."

Now, I don't suppose that either Mr. Morgan or the writer of the other ad is the first or only man who ever thought of that same thing. I suppose that similar expressions have been used in print and in writing and talk ten thousand times. It is nonsense for a man to claim originality in anything of this kind, or to say that somebody else is stealing his ideas. The similarity between these two ads is not so very startling. It merely shows that two people have thought of the same thing in connection with a contract. I know that I have seen the idea used a number of times before, and the man who originated it has probably been dead some thousands of years. This continual howl and disturbance about originality is a thing well calculated to fatigue any man of experience in the advertising business. Originality would be a first-class thing, if it existed. But I am beginning to believe that there is no such thing. A man can't be original if he wants to, and he would be foolish if he tried. If a man is going to dig out all of his ideas from the time he is born, without gaining anything from anybody else, he has a pretty hard job before him. He would probably learn to talk about the time he was ready to die.

What on earth are all the books for, if they are not to help people to learn something? If we can't make use of the knowledge of other people, how are we going to get ahead very much in the world? Of what use would the telephone be if everybody refused to use it because they didn't originate it? Must I or any other sane man refuse to be benefited by the works of Shakespeare because we didn't write them? Must we refuse to receive ideas and suggestions from these wonderful pages, just because those ideas wouldn't be original? I would like to meet just one man who has original ideas. I would like to know the man who doesn't depend on others for suggestions, and who doesn't get help from other brains than his own. The man who depends wholly on himself isn't going to know very much or do very much in this world.

Mr. Morgan says that he thinks this ad was borrowed and spoiled in the borrowing. As a matter of fact, if it was borrowed it was improved. There's but one end to a contract. There is a beginning and an end, and the beginning is not an end. There is no such thing as a latter end and a front end of a contract.

I may be giving this subject more attention than it deserves, but this question of originality bobs up every once in a while. It is nonsense for a man to try and be original. He can't be original, no matter how hard he works; and so long as he can make use of another man's ideas, without hurting that other man, there is no reason under the sun why he shouldn't do so.

RETAIL ADVERTISING.

On Twenty-third street, in New York, is a large, fine, handsome store. It is eight stories high and is full of the best kind of furniture. Elegant metal signs on either side of the door announce that the store belongs to the George C. Flint Co. It is one of the handsomest furniture stores in America. The furniture is sold at a reasonable price, and everything that is sold is entirely reliable. The store's advertising is not particularly startling, but it is very good—perhaps better than the average. Everything seems to be in favor of the store—except one thing; and that is, the treatment that is accorded to visitors when they enter. I am not talking about this particular store because it is the only store in New York where these things are true, but because I have had experience in this one recently. All over New York, and all over America, there are stores which are well advertised and which have all the elements of success, except courtesyness on the part of the clerks.

When you go into Flint's, you are met at the door or near the elevator, by a sour-faced, cross-voiced man who says, "What is it you wish to see?" with a rising inflection which makes the question sound very much as if he were saying, "What the deuce do you mean by coming here, anyway? Give an account of yourself!"

The store's advertisements invite people to come in any time they please; stay as long as they like; and look around as much as they like. They say that the more people know about the store and their furniture, the better

they are satisfied ; and that they are very glad to have people come in to pass away an hour or so, whether or not they want to buy anything, or ever expect to buy anything. Anybody who is drawn to the store by such an advertisement will find the greeting that he receives very much like a dash of cold water in his face. He will feel like turning around and going immediately out of the store and never coming back again. I have several times heard this clerk or floor-walker or whatever his title may be, talk to visitors—particularly to women—in a way that certainly would make my blood boil if I owned that store. I was there the other day when a lady who had been waiting some time for a salesman asked this man how much longer she would have to wait. He said he didn't know. She asked then if she might go up to the floor containing the goods which she wished to see, and look around and wait until the salesman came. She was very gruffly told that that wouldn't do any good ; that there wasn't anybody up there at all, and she had better wait for a salesman. She said very quietly that she thought she might look at the furniture and be ready for the salesman when he came, besides getting some pleasure from seeing the stock. Her request was again shortly refused, and she finally asked if there were any way of telling about how long she would have to wait before she could be served. His High-and-Mightiness said shortly and offensively, in a tone that was almost an insult, "Madam, I don't know any more about it than you do. I haven't any idea when you can be waited on."

I know of another woman who went into the store and was asked to be seated in the very beautiful and artistic Turkish waiting room until her name might be taken to one of the managers of the store, whom she wished to see. She remained seated for half an hour, only to find, upon inquiry, that the gentleman she wished to see had not been notified at all.

The salesmen of the house seem to have caught some of this spirit and are very likely to snub customers. Going up in the elevator the other day, I heard a woman visitor say to the clerk who was going to show her goods, "You have a beautiful store here, and a very fine stock; but I should think you would need more salesmen. I

have had to wait half an hour." The salesman answered shortly and very sneeringly, "Well, we don't want clerks falling over each other." This, to a woman who had been waiting a full half hour!

Now, the point of all this story is this: I want some good, kind Samaritan gentleman to tell me how, in the name of common sense, anybody can advertise that store so as to make it profitable. You can't do all the advertising out of the store. You've got to do the most of it inside. If you invite people to come to the store, and then make them feel that they are intruders, how can you expect to sell them anything? How can you expect that they will come a second time? If they don't buy the first time, they surely are not coming again to be treated like beggars.

In the New York *Herald* of October 5, I find one of Flint's advertisements, which says: "Come and ramble through years of French furniture art ; tarry among the quaint designs of Flanders ; linger with the shales of old Dutch cabinetmakers ; study the baronial furniture of England ; see the best work of the designers and makers of to-day. The world, the centuries, the whole realm of furniture art are at your elbow in our stores."

Now, I call that a first-rate ad—just such an ad as would make me want to go to that store and see those things. And that is all an advertisement of this character can hope to do. That is all any advertisement can do. It puts people into the buying mood. Then they go to the store, and if they find the goods right and the treatment right, they will buy.

Now, in Flint's store they won't let you ramble, and they won't let you tarry, and if you linger, it is at your own peril. If you want to "study the baronial furniture of England," you have got to do it with a salesman at your elbow. And if you ask a question or hazard a remark, the chances are that you will be promptly squelched. As a matter of fact, that ad is a lie from start to finish. It purports to be an invitation to people to come into the store, and it isn't. It is merely what is technically known as a bluff. The air in Flint's store is that it is quite a condescension on the part of the clerks to have anything whatever to do with you ; and that the store is there by reason of some peculiar benefi-

cence of Providence, and not for the purpose of serving the public.

The business is a great and successful one. There is no question about that. But its success was achieved in a building that was not nearly so fine. There wasn't nearly so much swagger about the old store, and I believe that people could go there and be treated with some small degree of courtesy. I am not fully posted on the history of the house, but I believe that the old store was carried on pretty directly under the eye of the principal owner, Mr. B. M. Cowperthwait, who has now practically retired from the active management of the business. Mr. Cowperthwait is—as I know from personal acquaintance—a business man of exceedingly broad and intelligent views. I think he knows too much about advertising, and too much about business to indorse the treatment that is accorded visitors at the Flint store.

Here in New York, we get plenty of chances to see different ideas of conducting business. We go into Tiffany's, and we are treated courteously and intelligently, whether or not we think of buying anything. We go into the store of the Whiting Manufacturing Company, and learn more about silverware, and its history than we ever dreamed of before. And when we leave, it is with the impression that the store is a good place to go to; and that, if we ever have occasion to buy silverware, we will buy it at Whitings. We go into other stores, and we are made to feel that we are interlopers, pure and simple; and that we had better be attending to our own business than bothering the clerks. I had a personal experience at Hilton, Hughes & Co.'s some time ago that was calculated to turn Mr. Gillam's gray hair red. I told him of the occurrence, and he used considerable language about it. I wanted to buy a rug of a certain size. I went to the carpet department and stood around very picturesquely for five or ten minutes before anybody deigned to notice my existence. I finally corralled a salesman, and by dint of much persuasion induced him to show me three or four rugs that were not at all what I wanted. Finally I saw a rug folded up that was about the pattern that I thought I would like, and asked him to show it to me. He said, "That's not the size you want." I said, "That doesn't make any difference. I would like to see it, anyway." He said, "We

don't like to show goods, unless we are sure of selling them." Now, that is not a statement drawn from my imagination. It is an actual occurrence. It is an exact repetition of the words that were said to me. When I got my breath again, after this astonishing reply, I suggested that I had seen, somewhere in Hilton, Hughes & Co.'s advertising, an invitation to people to come in and see the goods at any time, and that I had a dim idea that clerks were hired for the purpose of showing them. I finally induced him to show me the rug that I wanted to see, and found that the pattern was just what I wanted. I found also, by going to the head of the department, that a rug of the size I needed could be secured in the pattern I admired. I ordered the rug, and was to have received it within a week. It has now been five weeks, and I haven't yet seen the rug.

This little story teaches that an incompetent man, with a twenty-dollar-a-week brain can offset all of the work that Mr. Gillam does with his four-hundred-dollar-a-week brain. What on earth is the use of advertising if the store doesn't back it up? Mr. Gillam's advertising, even though he "spake with the tongues of men and angels," won't make that carpet department a success if everybody that goes into it is treated as I was. I suppose in almost every store in this country there is some such thing as that going on. Then, when the business doesn't pay, the advertising is blamed for it. Advertising is like charity. It begins at home. It begins right in the store.

When, shortly after Mr. Gillam came to New York, I asked him if this incompetence of clerks wasn't a worry to him, and asked him what he was going to do about it, he said: "Anybody who can't keep step with the store's progress will have to drop out of the ranks. We won't have anybody in the store who isn't in sympathy with the principles that move the business."

There's nothing the matter with that logic, is there? I want my readers to understand that I am publishing these incidents simply and solely that their recital may cause some thinking on the part of the business men whose advertising efforts are now handicapped by some seemingly insignificant employee.

I do business with both of the stores I have talked about, and shall probably continue to do so, because I know that

the spirit of the clerks is not a reflection of the spirit of the store. I doubt if other people will think as far as this. And anyway, "there are others"—other stores.

**

READY-MADE ADS.

If I do not write these ready-made ads. They are taken wherever they are found, and credit is given to the author when he is known. Contributions of bright ads are solicited. The name and address of the writer will be printed, if he wishes it to be.—C. A. B.]

House Furnishing Store—(By M. W. Beveridge).

**IF YOU'RE THINKING OF
REFURNISHING YOUR KITCHEN**

remember that we are headquarters for Kitchen Furniture and House Furnishing Goods of every description—from the smallest article up to the largest—all of the reliable sort—at the lowest prices.

See us before buying—no trouble to show goods.

For a Furniture Store—(By W. H. Heckle).

HOT WEATHER,

But frugal folks don't seem to mind it when such carpet bargains as these are to be had, besides they enjoy the crowd they meet here. You can't make from \$5 to \$25 easier anywhere on earth than right here. These are hot bargains and just when you want them.

For a Removal Sale.

**CATCH THE DOLLARS
AS THEY DROP.**

When we made up our minds that none of the stock on hand should go into our new building the price on everything in our sales-rooms and storehouses dropped—and away down, too. Turned everything into bargains.

For Dyers and Cleaners—(By A. Fischer).

Better Have Us "Do Up"

Your Lace Curtains now. Then they'll be ready to put up when house-cleaning time comes. We make them as dainty and fresh as new—without the least injury to fabric—no matter how fragile. Wagon will call any time. Drop postal.

For a Shoe Store—(By R. Cohen & Son).

**We're Ready for
The Children.**

Getting in our lines of Children's School Shoes. They're nearly completed—though something new comes in most every day. Prices are truly wonderful for their lowness—from 50c. to \$1 less than the uptown stores charge. Come down. We'll prove it to you.

For any Business—(By James MacMahon).

Our business is such that the busiest day is but introductory to a busier one to follow. Low prices are our pioneers of trade. To those who patronize us they open up new experiences and economics in merchandising. Their money-saving possibilities are a revelation to the uninitiated, and bring us an immense volume of business.

For a Clothing Store.

Honi Soit Qui Mal y Pants !

Yes, yes, Pants, just P-a-n-t-s, is the name. Pants have their place in art, literature and the drama, as well as in the every-day and Sunday life of the human race. Don't we have "Il Pantseroso," and "Only Pant sy Blossom" and many others, not to mention the motto at the beginning hereof?

For a Bakery—(By Krafft).

It's Good to Eat

—is Boston Brown Bread—just a little more delicious and enjoyable than any other bread that's baked—easier digested—and more nutritious, too. It's delightful, whether hot, cold or toasted. We serve it any time desired—fresh from the oven—5, 10 and 15c. loaf.

For a Tea Store.

Do you know that the same tea plant which grows the highest priced tea that is drank grows also tea sold at 50 cents a pound?

For a Jeweler—(By Henry Holmes).

Ready on Time.

Couldn't have been so without an accurate timepiece.

Whether it is a clock, watch or piece of jewelry you want, you can be sure of its reliability if you buy from us.

For a Stationery Store—(By Eyrich & Co.).

SHE KNOWS.

Rousseau says it requires much philosophy to accurately observe our surroundings. The young ladies have become so accustomed to the fine paper we have sold for years, we sometimes think they do not properly appreciate it, but just give one a piece of inferior paper. There's nothing so distinctive as our "Bond Paper." It's not low priced, but it bears the impress of the select.

For a Dentist.

A Golden Crown

affixed to the body of a tooth will last for many years, and forms the most perfect substitute for natural teeth that can be devised. We excel in this, as in all branches of dentistry. Operations perfectly painless. Extractions 50c. Other charges in proportion.

...Issued June 15th...



THE AMERICAN NEWSPAPER DIRECTORY

...For 1895...

Describes and reports the circulation of 20,395
Newspapers and Periodicals.



Pays a reward of \$25 for every case where a publisher is not accorded a circulation rating in accordance with facts shown by his statement in detail, if signed and dated, and \$100 reward to the first person who shows any such statement to have been untrue.



OVER ONE THOUSAND PAGES.
PRICE FIVE DOLLARS.

Thirty cents extra for postage if forwarded by mail. Address,

Geo. P. Rowell & Co.,
Publishers,
10 Spruce Street, - - - New York.

Some Lessons in the Science of Advertising

FIRST—Do you know how many copies are actually printed of the publication in which you insert your advertisement?

SECOND—Do you know how many of those printed are actually sold?

**Sometimes large editions are claimed and never printed ;
Sometimes large editions are printed and never sold.**

Even with fairly good management, the "returns" of unsold copies of many publications run up to twenty and even thirty per cent during the dull months. Therefore, it is well for the advertiser to have all the facts before him. For instance, take

THE COSMOPOLITAN MAGAZINE For the three dullest months of 1895:	JULY, AUGUST, SEPTEMBER.
--	--------------------------------

Were its editions sold? Here is the record:

THE AMERICAN NEWS COMPANY,
MANAGER'S OFFICE, 39 & 41 CHAMBERS ST.,
NEW YORK, Oct. 5, 1895.

*Mr. John Brisben Walker,
"The Cosmopolitan,"
Irvington, N. Y.*

DEAR SIR—In compliance with your suggestion, we have examined our books and find that our total **returns** of the July, August and September numbers of the "COSMOPOLITAN" did not amount to two per cent of the entire quantity received from you by us of these three issues. Of the September number we sent back a few copies, but at the present writing we have unfulfilled orders on file for several hundred copies of that date.

You can make our order for November number **two hundred thousand (200,000) copies.**

Yours truly, STEPHEN FARRELLY, Manager.

We believe this is unparalleled:

That no such record as this of THE COSMOPOLITAN has ever before been made. No other publication, on increasing editions, during the dull months, has ever received back less than TWO PER CENT of the entire number.

**The COSMOPOLITAN'S Edition
for December will be 400,000.**

Quails.

Every now and then some surprised man sends in word "I am not receiving PRINTERS' INK." The trouble in every case is that he has not renewed his subscription. If any man is receiving PRINTERS' INK who has not paid for it, or for whom some friend has not paid, the publishers of PRINTERS' INK are simply ignorant of the fact. In order that PRINTERS' INK may collect a large number of five dollar bills for yearly subscriptions next year, it becomes quite important that the persons most likely to subscribe shall not be receiving the paper gratuitously.

There are a good many inquiries concerning the probable influence upon the circulation of PRINTERS' INK of the increase of price after January 1st from \$2 to \$5 a year. The publishers of PRINTERS' INK are able to announce that a larger circulation for 1896 is already assured than has been enjoyed for 1895. The number of subscriptions paid for to the end of the century, January 1st, 1901, is as surprising as it is gratifying. Over four hundred have been added in a single week and more than two thousand within the past six weeks.

Every man has at one time or another listened to the reported conversation between the school boys at luncheon time. One was eating an apple, and the other, not so fortunate, cries out, "I speak for that core," and then the reply, "There ain't going to be no core."

PRINTERS' INK is reminded of the above alleged incident by the numerous inquiries received from time to time concerning the exact date upon which PRINTERS' INK will begin to issue the Quail announcements offering free insertions for the remainder of the year, for advertisements contracted to be inserted throughout 1896. The amount of advertising already contracted for for PRINTERS' INK is so considerable that it is deemed advisable to omit the Quail announcements for this year.





This represents a subscription for PRINTERS' INK for one year if ordered before Dec. 31st.

Price \$2.

This represents a subscription for PRINTERS' INK for one year if ordered after Dec. 31st.

Price \$5.



These represent a subscription for five years or five subscriptions for PRINTERS' INK for one year. And these, if bought before December 31st, can be had for \$10; but if ordered after that date the price will be \$25.

Is it not surprising what a difference a single day will make sometimes?

More Circulation And Less Than Half Their Rate.

The circulation of the Washington EVENING STAR is more than that of the three other Washington dailies combined, and yet its rate is less than half of that of the three papers added together.

THE STAR

covers the city of Washington completely. It goes to 82½ per cent of all the occupied houses. It charges but 7½ cents per line for 10,000 lines to be used within one year.

L. R. Hamersly,
New York Representative,
49 Potter Building.

Circulation of OMAHA DAILY BEE for 1894

January	Feb.	March	April	May	June	July	August	September	October	Nov.	Dec.
1.....	22,250	22,725	22,325	24,080	23,290	22,008	24,015	21,598	20,925	20,869	20,210
2.....	23,018	23,795	23,279	22,246	22,716	22,124	21,483	21,420	21,274	21,357	21,545
3.....	23,028	23,364	22,877	22,281	22,386	22,000	22,259	21,638	21,293	22,285	19,996
4.....	22,714	24,480	24,690	22,324	22,498	21,874	21,650	21,842	21,141	24,525	20,292
5.....	2,809	22,755	22,152	22,380	22,456	21,956	24,267	21,045	21,180	21,641	21,537
6.....	23,452	22,592	22,371	22,706	22,063	22,150	22,266	21,769	21,334	21,173	19,996
7.....	24,430	22,623	22,218	22,855	22,415	22,063	20,389	21,663	21,301	22,960	20,031
8.....	22,782	23,537	22,187	21,614	21,615	22,197	20,450	21,672	21,427	21,071	20,290
9.....	22,836	23,602	22,213	22,922	22,736	22,352	22,467	21,640	22,275	21,138	21,460
10.....	22,829	23,082	22,723	22,253	23,061	24,120	20,916	21,780	21,249	21,646	21,408
11.....	22,829	23,345	22,134	22,886	22,006	20,673	22,108	21,307	21,123	22,480	20,106
12.....	22,892	22,518	22,215	22,125	23,246	21,797	30,052	25,605	21,266	21,147	19,872
13.....	23,472	22,453	22,175	22,219	21,630	21,850	28,321	21,234	21,886	21,001	19,850
14.....	24,178	23,390	22,187	22,830	22,573	22,452	27,357	21,689	21,190	22,840	20,562
15.....	22,985	22,433	22,282	22,095	22,432	22,341	26,560	21,860	21,273	25,131	19,853
16.....	22,827	22,483	22,285	22,251	22,379	22,015	24,623	22,000	22,120	21,124	21,210
17.....	22,767	22,251	22,857	22,346	22,379	24,045	24,166	21,70	21,255	21,255	21,990
18.....	22,763	24,290	24,060	22,830	22,917	21,907	23,809	21,976	21,657	21,231	21,175
19.....	22,694	22,382	22,189	22,442	22,594	21,591	23,253	24,610	21,042	21,112	20,484
20.....	23,617	22,356	22,252	22,283	24,015	21,691	24,281	21,669	20,457	20,512	19,726
21.....	24,590	22,362	22,289	22,318	22,307	21,888	23,301	21,584	20,986	21,710	20,450
22.....	22,635	22,214	22,209	22,875	22,122	21,645	24,540	22,927	21,113	21,652	20,434
23.....	22,807	22,281	22,237	22,592	22,115	22,048	22,623	22,405	23,060	21,097	20,380
24.....	22,693	23,257	22,391	22,543	22,202	24,000	22,674	21,638	20,974	20,891	21,398
25.....	24,881	24,145	24,105	22,397	22,244	21,760	22,728	21,776	20,816	21,700	18,561
26.....	26,102	22,394	22,251	22,570	22,711	21,668	22,453	23,560	20,887	20,886	19,594
27.....	23,443	22,259	22,387	23,078	24,045	21,660	22,308	21,545	21,071	21,052	19,533
28.....	24,525	21,295	22,249	22,607	22,314	21,988	22,506	21,530	20,880	22,063	19,968
29.....	22,742	22,390	22,271	21,140	22,111	22,061	24,105	21,556	21,731	20,718	19,508
30.....	22,735	22,250	22,281	22,051	22,167	22,293	21,475	24,075	20,812	19,982	20,660
31.....	22,717	22,974	22,077	22,051	22,051	21,568	21,231	21,231	21,231	21,231	19,407
Total....	722,329	638,604	700,289	688,387	703,187	666,463	775,504	647,066	644,407	650,654	625,630
Unsold & Returns..	19,474	17,803	15,719	18,062	15,511	11,976	18,181	17,857	6,583	11,282	8,658
Net Sales	702,850	620,801	684,550	680,325	687,676	654,787	757,923	607,894	640,423	684,370	616,650
Average.	22,673	22,171	22,082	22,677	22,183	21,865	24,439	21,577	21,146	21,612	19,892

STATE OF NEBRASKA, } vs.
CITY OF DODGALAS, }

[Seal] Sworn to before me and subscribed in my presence this 19th day of August, 1895. E. P. BOGGEN, Notary Public.

Business Manager of the Omaha Bee, being duly sworn, according to law, deposes and says, that the above
N. P. FELL.

The Seattle Post-Intelligencer.....

Every intelligent advertiser knows that, in placing new articles on the market and in keeping old ones before the public, the great newspapers of the country are the most effective mediums. This is because they have a large and prosperous constituency, with ample means to supply their wants. The great newspaper of the State of Washington is the **SEATTLE POST-INTELLIGENCER**. It has no rival, no peer, and stands absolutely at the head of the newspaper procession in the great Puget Sound Region.

.....
KNOWN CIRCULATION:

<i>Daily, Exceeding</i>	=	14,000
<i>Sunday, Exceeding</i>	=	15,000
<i>Weekly, Exceeding</i>	=	15,000

.....

A. FRANK RICHARDSON,

Chamber of Commerce,
CHICAGO.

Tribune Building,
NEW YORK.

"America's Magazines

And Their Relation
To the Advertiser"

We have gotten out a book concerning this country's magazines, that gives more complete and concise information than was ever compiled before.

It goes into details; describes the magazines, their style, circulation and the character of their readers. Its argument is thought enough of to be widely quoted.

"It is the handsomest, the briefest, the most unique, the most original, the most sensible and the most effective book of its kind I have ever seen."—*Nath'l C. Fowler, Jr.*

"One of the most pleasing pieces of printed matter I ever saw."—*Printers' Ink, Dept. of Criticism, Sept 4th.*

This book defies waste baskets and dark drawers and aspires for the ready reference part of your desk. Have you a place for it? Then write. It is free.

LORD & THOMAS,

Newspaper and Magazine
Advertising,

45-49 Randolph Street,
CHICAGO.



32 per cent More Advertising

printed in THE EVENING POST during 1894 than appeared in any other New York evening paper. The excess in 1893 was 25 per cent.

654 More Columns

of advertising printed in THE EVENING POST during 1894 than in 1893. An exceptional record.

Nine Times Out of Ten.

"The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting THE EVENING POST. No other has so large an advertising patronage. In influence and respectability it easily takes the lead."—*Printers' Ink.*

Publication Office :
206-210 Broadway, - - New York.

The Good Work

is still going on, and

The St. Paul Globe

IS RIGHT IN IT.

Don't fail to make hay while the sun shines. You can do this, as the dawn of an unprecedented season of prosperity is upon us, especially in the Northwest, where crops are larger and the outlook for business greater than ever before.

Don't fail to place us on your list and any further information cheerfully furnished by

C. E. ELLIS,

Special Representative,

517-518 Temple Court,

New York.

Don't be a clam

Just because you, as a seedsman, have never taken advantage of the advertising columns of

THE VICKERY & HILL LIST —

is no reason why you should never do so, as it

IS USED BY

the following, who rank among the most

SUCCESSFUL SEEDSMEN

in the country, viz.:

FRANK FINCH, Clyde, N. Y.

GEO. W. PARK, Libonia, Pa.

L. L. MAY & CO., St. Paul, Minn.

J. J. BELL, Binghamton, N. Y.

And many others.

The VICKERY & HILL CO.,

Augusta, Me.

C. E. ELLIS, Manager,

Special Advtg. Office, Temple Court, N. Y.

Salt Lake... “The Temple City,”

has a population of 57,500. It has 100 miles of streets and 70 miles of electric railway. The Mormon Temple, begun in 1853 and recently completed, is built of white creamy granite and cost \$2,500,000. The tabernacle is 250 by 150 feet, with a seating capacity of 11,000, and claims to possess within its walls the finest organ in the world. The city sits in a beautiful green valley, at an altitude of 4,260 feet above sea level. Its streets are 132 feet wide and each block is 660 feet square. Its soft air, blue skies and beautifully shaded sidewalks tempt the traveler from every clime, making it an ideal spot for rest, while it has at least one magnificent modern hotel quite equal to any in the land. Great Salt Lake, that mysterious dead sea of America, is one of its chief charms. Over 50,000 people bathed in it last season. There is no bathing like it on the round planet. The water is so buoyant that one cannot sink, and the sand under one's feet is as soft as velvet, while the waves beating idly on its shores are a bright blue or green. There are over 650 bathing rooms, furnished with every requisite.

The environs of Salt Lake are beautiful and the entire country for miles around pays tribute to it commercially. One “store” in Salt Lake does \$6,000,000 worth of business in a year. In all this vast country there is one great newspaper, and ONE ONLY, and that one is the

..Salt Lake Tribune..

Daily, Sunday, Weekly.

P. H. LANNAN, Manager.



S. C. BECKWITH,

SOLE AGENT FOREIGN ADVERTISING,

The Rookery, Chicago.

Tribune Building, New York.

THE CAPITAL PAYS THE POSTAGE.

"Straws Show Which Way the Wind Blows."

SIGNIFICANT FIGURES

Showing the newspaper postage paid at the Topeka, Kansas, post-office for the six months ending June 30, 1895.

There are no less than 51 newspapers published at Topeka, the capital of the State of Kansas, and mailed through the post-office of that city as second-class mail matter. For the first six months of the present year "Uncle Sam" collected from these 51 publications for newspaper postage the total sum of \$3,426.89, of which amount, as shown below, *The Capital* paid 59 1/2 per cent.

THE CAPITAL, - - - \$1,797.70

1. State Journal, daily.....	
2. State Journal, weekly.....	
3. The Press, daily.....	
4. The Press, weekly.....	
5. Democrat, daily.....	
6. Kansas Farmer, weekly.....	
7. The Advocate, weekly.....	
8. Railroad Register, weekly.....	
9. North Topeka Mail, weekly.....	
10. Kansas Breeze, weekly.....	
11. Kansas Newspaper Union, weekly.....	
12. The Kansas Telegraph, weekly.....	
13. Ottawa Journal, weekly.....	
14. The Lance, weekly.....	
15. Sunday Ledger, weekly.....	
16. Merchant's Journal, weekly.....	
17. Call, weekly.....	
18. Illustrated Weekly.....	
19. Lucifer, weekly.....	
20. Christian Advocate, weekly.....	
21. State Ledger, weekly.....	
22. Pilgrim, weekly.....	
23. North Topeka News, weekly.....	
24. Medical Journal, weekly.....	
25. New Era, weekly.....	
26. National Referendum, weekly.....	
27. People's Friend, weekly.....	
28. Shawnee Independent, weekly.....	
29. Baptist Headlight, semi-monthly.....	
30. Western Odd Fellow, semi-monthly.....	
31. Western School Journal, monthly.....	
32. Kansas Worker, monthly.....	
33. Our Messenger, monthly.....	
34. Kansas F. A. & I. Union, monthly.....	
35. Kansas Endeavorer, monthly.....	
36. Poultry Breeder, monthly.....	
37. Baptist Visitor, monthly.....	
38. Washburn Mid-Continent, monthly.....	
39. Horticulturist, monthly.....	
40. Protestor, monthly.....	
41. State Sunday School Journal, monthly.....	
42. Western Jewel, monthly.....	
43. Temple Hockett.....	
44. Agora, quarterly.....	
45. Advocate, quarterly.....	
46. Gospel Chariots, quarterly.....	
47. The Cycler, monthly.....	
48. Midland Sportsman, monthly.....	
49. Kansas Bee Journal, monthly.....	
50. Knight of Security, monthly.....	
THE CAPITAL in excess of the 50 other papers combined.....	

\$1,629.19

\$168.51

To cover Kansas use the Daily and Semi-weekly Capital.

S. C. BECKWITH, Sole Agent,

Tribune Building, New York.

The Rookery, Chicago.

There are No Mysteries...

In the Publication of

The Kansas City ..Star..

No barred and guarded pressroom, no hidden circulation books, no secret processes, to deceive and defraud advertisers. The Star is printed behind plate-glass windows and the latch-string always hangs out for all who have curiosity or interest in the monster labors of its three Hoe presses, built for it last year at a cost of \$105,000. Its circulation books, white paper bills and post-office receipts are open to the inspection of any patron.

Advertising is accepted on condition that if the average circulation of the daily and Sunday editions does not exceed 60,000, and if that of the weekly edition does not exceed 100,000, no charge is made for it.



Chicago Office,
1320 Masonic Temple.
W. T. DAVIS, Mgr.

New York Office,
80 Times Building.
FRANK HART, Mgr.

Nothing Like It

Has been seen this
Century! :: :

We refer to the :: :

ADVERTISING on the **BROOKLYN "L"**



NOWHERE Is there such Display
Is there such Value



Come in our Office and see
Samples or write for Rates.

CARLETON
... & ...
KISSAM,

MAIN FLOOR :: :

Postal Telegraph Building,
253 Broadway, New York.



..From..

THE ATLANTIC
....TO THE PACIFIC....

..and..

LAKE SUPERIOR

..to the..

....GULF OF MEXICO....

..also the..

TRAMWAYS OF
...INDIA and SCOTLAND...

is now the territory in
which we place

Street Car Advertising

Send for our List

Carleton & Kissam,

...Main Floor...

Postal Telegraph Building,
..253 Broadway, N. Y..

**AN
Advertisement
THAT
CATCHES
THE.....**



Unties the Purse Strings.

**YOU
CAN
HIT
MORE
EYES**

In Missouri.

In the Great Southwest.

In the 1000 cities and towns
surrounding St. Louis.

In the United States, west of
the Mississippi River.

Through the Columns of The

St. Louis Chronicle

than in any other daily paper.

Guaranteed Daily Circulation
Over

...110,000...

For rates write

E. T. PERRY,

Mgr. Foreign Advertising Dept.,

53 Tribune Bldg., 66 Hartford Bldg.,
New York. Chicago.

